

The National Underwriter

LIFE INSURANCE EDITION

FRIDAY, AUGUST 19, 1927

Is an *Unfailing Supply* of **LIVE** Prospects Possible?

"Life Insurance would be a good business if . . ." and usually the IF has to do with prospects!

**WITH THESE TOOLS IN
YOUR KIT YOU CAN MORE
EFFECTIVELY SELL LIFE
INSURANCE**

1. An up to date *CANVASSING PORTFOLIO* which tells the story of life insurance in a way that every prospect can understand. It is graphically illustrated with charts and drawings.
2. An illustrated brief—a new innovation.
3. A pre-approach plan that actually *CONVERTS* "suspects" into prospects.
4. A complete line of policy contracts.
5. Special plans for children of all ages.
6. Lowest rates consistent with sound actuarial practices.
7. A new plan of agency cooperation.
8. Constant development of new sales plans.

To men who are contemplating entering the life insurance business the prospect of a dearth of **LIVE** prospects seems a sufficient barrier to further consideration of life insurance as a profession.

Yet the prospects for life insurance are innumerable. Paradoxical as it may seem it is because they are so numerous that they are hard to find. The solution lies in what we mean by "prospects." Most of those innumerable "prospects" we talk about are merely "suspects." That is why the Bank Savings Life agent uses a pre-approach plan which converts suspects into **LIVE** prospects.

Why not find out more about this plan which assures you of an unfailing supply of **LIVE** prospects? Write George L. Grogan, Manager of Agencies, today.

The BANK SAVINGS LIFE INSURANCE COMPANY

Topeka, Kansas

Admitted Assets \$3,519,222.00

Insurance in Force \$29,336,040.00



GENERAL AGENTS

Capable men desiring to build their own General Agencies may obtain exclusive territory of their own choice with this progressive young company. We accept all classes of life risks, age one day to 65 years. Our best uncontracted territory includes:

INDIANA—

South Bend
Elkhart
Terre Haute
La Porte
Michigan City

OHIO—

Lima
Toledo
Dayton
Marietta
Springfield

MICHIGAN—

Calumet
St. Joseph
Kalamazoo
Marquette
Battle Creek

ILLINOIS—

Peoria
Mt. Vernon
Springfield
Murphysboro
Rockford

IOWA—

Waterloo
Mason City
Sioux City
Council Bluffs
Dubuque

MISSOURI—

Joplin
Springfield
Cape Girardeau
Jefferson City
Moberly

For further information communicate with

A. O. Hughes, Vice-President in Charge of Agencies

**Farmers National Life Insurance Company
OF AMERICA**

3401 South Michigan Ave., Chicago, Illinois

ARKANSAS *The Land of Opportunity*

For Men and Women who seek liberal
Agency Contracts with a Progressive
Company.

J. W. Middleton, Jr., is our Manager for
Western Arkansas and Eastern Okla-
homa, with present headquarters at
Mena, Arkansas

*Write him in confidence and let your first
letter tell what you can do.*

LOUISIANA STATE LIFE Insurance Company

HOME OFFICE
SHREVEPORT, LA.

IRA F. ARCHER
Superintendent of Agencies

Central States Life Insurance Company

ST. LOUIS, MO.

Agency Openings in

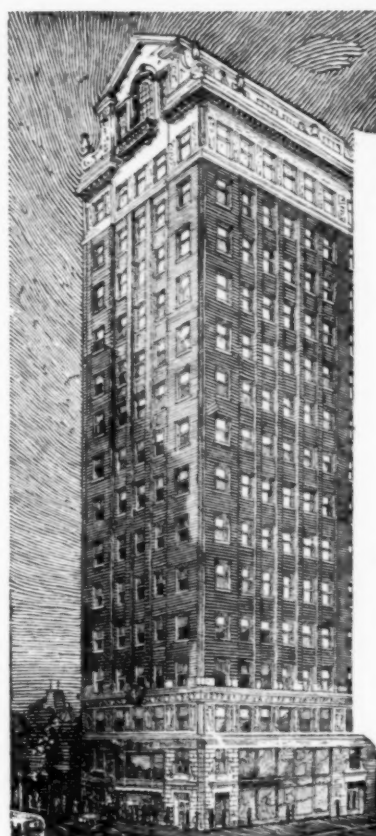
ARKANSAS	MISSOURI
CALIFORNIA	MONTANA
COLORADO	NEBRASKA
FLORIDA	NEW MEXICO
IDAHO	OKLAHOMA
ILLINOIS	SOUTH DAKOTA
KANSAS	TEXAS
MINNESOTA	UTAH

WYOMING

*All Ages up to 65
Participating and Non-Participating
Standard and Sub-Standard
Disability and Double Indemnity*

ASSETS: \$10,000,000

INSURANCE IN FORCE: \$90,000,000



Central Life Insurance Company

Of Illinois

Liberal General Agency Contracts offered

To High Class Salesmen and Organizers

Who are prepared to capitalize

its Practical Sales Service, including:

Profit Sharing Banker's Plan Circularizing Campaign

Practical Sales Course

which attracts and equips new representatives.

Participating and Non-Participating Policies,
Child's Policies from date of birth, Mortgage Coverage,
Non-Medical, Preferred Risk Policies.

Dividend factors, mortality 1924-26, 34%. Ratio, assets to liabilities, 1.11%, interest earned on mean invested funds, 6.03%.

Operating in twenty-two states with excellent General Agency openings in

COLORADO

MICHIGAN

PENNSYLVANIA

FLORIDA

MISSOURI

UTAH

INDIANA

OHIO

WYOMING

W. H. HINEBAUGH, President

W. R. WILSON, Vice-Pres. & Agency Dir.

S. B. BRADFORD, Secretary

**CENTRAL LIFE INSURANCE
COMPANY OF ILLINOIS
CHICAGO**



A New Plan to Solve An Old Problem

How to gain the confidence of new prospects is an old problem.

The Ohio National Life Juvenile Policy helps to solve this important problem.

The policy is issued at birth and up to age 11 in amounts from \$1,000 to \$10,000, with premium waiver in event of total disability or death of the father.

Every father is interested in his boy or girl. The juvenile policy is something for his boy or girl. He is interested. You get his confidence and he places all his life insurance with you.

The Juvenile Policy is only one of the many services that makes it "Pay to Tie Up with the Ohio National."

General Agent wanted at Dayton, Ohio.—Other valuable territory open.

**THE OHIO NATIONAL LIFE
INSURANCE COMPANY
CINCINNATI, OHIO**

T. W. Appleby
President

E. E. Kirkpatrick
Sup't. of Agents

SPEEDY SERVICE

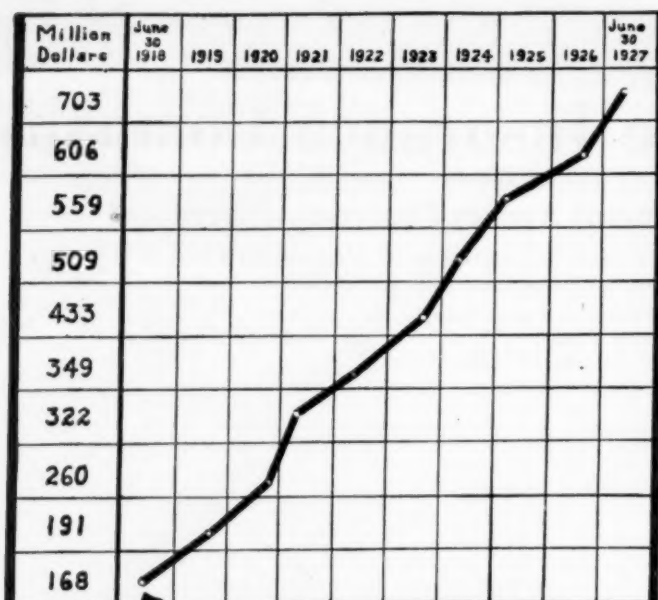
On 94% of all applications received at the Home Office in June the Midland Mutual issued policies as applied for. Over 60% of these policies were mailed out in twenty-four hours after applications were received. Fewer than 6% were rated up and only one-half of 1% were rejected.

General Agency opportunities now open in Indiana, Illinois, California, Michigan, Pennsylvania, Maryland, New Jersey, Virginia, West Virginia and Washington, D. C.

**THE MIDLAND MUTUAL
LIFE INSURANCE CO.**

COLUMBUS, OHIO

"It's Performances Exceed Its Promises"



10

years' growth of the
Missouri State Life

now over \$700,000,000!

THE Missouri State Life is proud of its 35 years; proud of its record of achievement, and especially is it proud of its present position in the list of America's great insurance Companies. It is one of the leaders—and one of the fastest growing Companies in the Country. Its business has more than doubled in the past five years. Its assets have nearly trebled.

The Company today has more than \$700,000,000.00 of life insurance in force. It is the largest life insurance Company in the great southwest.

The spirit of progress which characterizes the Missouri State Life and which is responsible for its remarkable growth is the result of broad vision and wise management. The men who control the Missouri State Life are men of wide experience, men who are accustomed to big scale business—great Commercial and Industrial leaders of the Country.

It is this spirit of progress that has made the Missouri State Life the great, outstanding Company that it is—*A great Company daily growing greater.*

Missouri State Life Insurance Co.

M. E. Singleton, President

Home Office, Saint Louis

Three Quarters of a Billion Before the Year Ends!

The National Underwriter

LIFE INSURANCE EDITION

Thirty-first Year, No. 33

CHICAGO, CINCINNATI AND NEW YORK, FRIDAY, AUGUST 19, 1927

\$3.00 Per Year, 15 Cents a Copy

LIFE MEN FIND GREAT INTEREST IN AVIATION

Practices Followed by Company in Granting Insurance to Flyers Reviewed

MORE LIBERAL IN CANADA

United States Companies Generally Refund Extra Premium and Limit Amount Issued

NEW YORK, Aug. 18.—Aviation insurance has attracted increasing attention here of late both in insurance circles and among the general public on account of the wide publicity given the relatively large general covers recently written on the famous "We," Charles A. Lindbergh and his "Spirit of St. Louis," and on Anthony Fokker and many of the planes designed and manufactured by him. Efforts are now being made, it is said, to secure adequate life insurance and other coverage for all members of Commander Richard E. Byrd's party in its proposed flight to the South Pole. It is also reported that insurance will soon be obtained for Lieut. Alfred J. Williams, who will pilot the new 1,200-horse-power racing plane.

In addition to liability, property damage and fire insurance, Colonel Lindbergh obtained a life policy of \$25,000 with the United States Life at an annual premium of \$598.25 with his mother named as beneficiary. The policy written on the life of Mr. Fokker, also issued by the United States Life, is reported to have been twice as large—for \$50,000, which is double the maximum usually allowed.

Turn Down German Aviatix

On the other hand, American companies have declined to insure Thea Rasche, the daring German aviatix, who hopes soon to make a record as the first woman to hop across the Atlantic. Failing to obtain insurance here through Barber & Baldwin, insurance experts specializing in all forms of aviation covers, Fraulein Rasche finally applied to a firm in Hamburg, Germany, and obtained a general policy providing 30,000 marks for accident to her mechanic, 20,000 marks for death of mechanic, 25 marks daily for mechanic if he falls ill, 20,000 for her own death, 30,000 for any accident to her, 40 marks daily in case of illness, 25,000 marks for damage to plane, 175,000 for accident liability and 75,000 for damage in making any forced landings. For this policy she is said to be paying 22 percent of the total policy for flights in Germany and 33 percent for flights while here.

In deciding against her as a good risk, American companies were of the opinion that the attractive blonde aviatix is somewhat too daring in her stunt flying. Inasmuch as Colonel Lindbergh was successful in obtaining insurance in spite of his demand for freedom to do stunts or whatever he pleased in the air

EXPECT NEW COMPANY WILL SOON BE LAUNCHED

BANKERS NATIONAL PLAN

Belief Is That Enterprise Started in New York Will Soon Be Consummated

Following the announcement that Actuary Porter of the Indianapolis Life would go to New York to become connected with the office of Clarence Hodson Company it is expected that Mr. Hodson's plans for developing life insurance companies will be consummated shortly. His concern is promoting a new company under the name of the Bankers National Life of New Jersey which will have its head office at Jersey City. It is expected that this office will be open about Sept. 1. R. R. Lounsbury, is the chief executive officer. Mr. Lounsbury is closely associated with the Bankers National Life of Denver and the Bankers National Life of Jacksonville, Fla. Mr. Lounsbury has had considerable insurance experience along executive lines. It is understood that Harry G. Austin of Chicago, who was formerly president of the Old Conolly Life, will be elected an officer of the Bankers National Life of New Jersey.

while on his country-wide tour, the question naturally arises as to what practices are followed by the companies, particularly the life companies here and in Canada, in issuing policies on flyers.

Canadian Companies More Liberal

In general, Canadian life companies are more liberal in underwriting flyers than American companies, having had more experience in the field. Without increased premiums, the Crown Life of Toronto, the Montreal Life and the North American Life offer in certain cases to those who fly frequently a policy with a rider attached limiting the amount payable in event of death from aviation to the amount of premiums paid—the first two companies also paying compound interest on these premiums at the rate of 5 and 6 percent, respectively. The policies offered are 20-pay life or 20-year endowments at ordinary rates. The only American company offering such a policy, according to a recent survey, is the Oklahoma Life, although the Connecticut General recently offered a somewhat similar policy, but good only for two years on a non-renewable term basis.

Various Plans Offered

The Confederation Life of Toronto requires no extra premium, but death from aviation limits payment on policies to the reserve, which is slightly larger than the cash value. The Mutual Life of Waterloo, Ont., writes 20-year endowments on flyers, placing a lien of 90 percent against the policies to protect itself in event of death due directly or indirectly to flying. The lien decreases 1/15 each year until it is entirely wiped out at the end of the 15th year. The Great West Life of Winnipeg insures members of the Canadian Air Force, paying 25 percent of the face value of

(CONTINUED ON PAGE 14)

BEHA ASKS FOR DATA ON ACQUISITION COST

BASIS FOR THE REQUEST

Will Make Recommendation for Changes in Section 97 of the New York Insurance Law

NEW YORK, Aug. 18.—Superintendent Beha of the New York department has sent to all companies licensed in that state a request for detailed information as to acquisition cost. The supposition is that the department will make recommendations for the amendment of Section 97 of the New York insurance law governing limitation of expenses of life companies. Superintendent Beha is seeking information as to last year's experience. The department has held a number of conferences with actuaries on Section 97 looking toward some practical recommendations. Superintendent Beha evidently feels that the provisions of this section do not meet as they should present-day conditions owing to so many changes in policy forms and new kinds of insurance.

Items Sought by Beha

The items on which information is sought by Mr. Beha include: "Commissions on first year's premiums; compensation not paid by commission for services in obtaining new insurance; salaries and expenses made or incurred in agencies, branch offices and other local offices, but excluding salaries and expenses of local salaried agency supervisors; salaries and expenses of persons, if any, on the home office pay roll who are regularly employed in traveling in the field, in supervising agencies or assisting agencies to write new business; salaries and expenses of local salaried agency supervisors; first year's premiums; renewal premiums; expenses of medical examinations and inspections of proposed risks; gross advances to agents; net advances to agents; expenses of advertising, printing, stationery, postage, telegraph, telephone and express; first year expense margins calculated in accordance with the present provisions of Section 97; first year expenses subject to the present limitations of Section 97; total expense margins calculated in accordance with the present provisions of Section 97; total expenses subject to the present limitations of Section 97; amount of insurance in force Dec. 31, 1926; amount of insurance in force Dec. 31, 1926, according to plans of insurance, and amount of insurance issued and paid for during 1926, according to plans of insurance."

Paid Mine Accident Claims

As an aftermath of the recent explosion in the West Kentucky Coal Company's mine at Clay, Ky., the Metropolitan Life has paid, or authorized for payment, a total of \$9,300 in death claims to beneficiaries of thirteen miners killed in the accident. The amounts ranged from \$500 to \$1,000, and represented group insurance carried by the men under a contract made by the coal company in 1920. Since that date, the death and disability claims paid under this group insurance contract have aggregated \$118,000.

MAKING INVESTIGATION OF PENSION SYSTEMS

U. S. Bureau of Labor Statistics Compiling Material on Nation-Wide Scale

COMPREHENSIVE ANALYSIS

Will Cover All Important Plans in Country, Excepting Only Small, Local Ones

WASHINGTON, D. C., August 17.—The Bureau of Labor Statistics of the United States Department of Labor has announced that it is making an inquiry into retirement systems of states and large cities throughout the country, which promises to be one of the most comprehensive studies of the plan ever made in this country. The inquiry will cover the classification of employees cared for by the different systems, differences made between these different classes, sources of funds, division of cost between the employees and public authorities and conditions under which retirement pensions are permitted.

Work Has Been Started

The Bureau has already launched this work, having completed an analysis of the various systems in use in Pennsylvania, one of the foremost states in developing pension plans under the eye of the state, and this report is now ready for publication. It discusses in detail the retirement systems in Pennsylvania as one of the representative states. This is just a preliminary step, however, the plan as announced by the Bureau calling for an extension of the investigation to all other comprehensive plans now in operation in the country. The investigation is being made largely in response to a persistent demand on the part of the public for information regarding such plans. Employers and employees both have evidenced a wide interest in this and as a result the Bureau will bring together in one review the efforts and results of the outstanding plans throughout the country.

Could Not Cover All

It is pointed out that the investigation can not cover all pension plans in operation in the country, as that would be an impossible task for even the bureau of labor statistics to undertake. In fact, every city and hamlet in the country has some pension plan in operation and if the investigation were to cover all of these local plans as well as the more comprehensive arrangements, the work could not be handled or presented in a digestible manner. Even a study of the more important plans can not be made on the basis of the detailed actuarial analysis, the report being confined more to a summary of the methods of operation and the results under the operation of the plans.

The study will cover all state-wide systems and municipal systems in cities

(CONTINUED ON PAGE 15)

INDIANA AGENTS MEET AT SALES CONFERENCE

MANY ADDRESSES ARE MADE

Elbert Storer, State Agency Manager of Bankers Life of Iowa, Arranges Program for Field Men

Elbert Storer, agency manager of the Bankers Life of Iowa for Indiana, sponsored a successful life insurance sales congress in his headquarters at Indianapolis on Monday, Tuesday and Wednesday of this week. T. I. McGraw, assistant secretary in the underwriting department at the home office of the Bankers Life, Dr. Charles J. Rockwell and Mansur B. Oakes were the principal speakers.

On Monday morning Dr. Rockwell spoke on "Making Life Insurance Attractive" and Mr. McGraw on "The Mechanics of Underwriting." Monday afternoon Dr. Rockwell spoke on "Family and Estate" and "Assuring the Income" and Mr. McGraw on "The Mechanics of Underwriting and Your Part in It."

On Tuesday morning Dr. Rockwell's topic was, "Telling the Life Insurance Story." He was followed by Mr. McGraw on "Field Selection Pointers" and Frank L. Jones on "Motivation." In the afternoon Dr. Rockwell spoke on "Personal Needs" and "The Sunset of Life." Mr. Oakes spoke on "Programming Life's Plans."

Wednesday morning Dr. Rockwell was twice on the program with "Principles of Closing" and "Business Life Insurance." Mr. Oakes talking on "Programming Methods." In the afternoon a talk was given by Mr. Watkins, trust officer of a local trust company, on "How to Arrange Insurance Trusts." Dr. Rockwell spoke on "Arranging a Program." "Closing Instructions" was the final topic, handled by Mr. Storer.

A number of local life underwriters were guests in attendance with the Bankers Life representatives. L. Z. Davenport, manager of the Bankers Peoria, Ill., branch, was present with his wife. Charles Smith, representing the Bankers at Decatur, Ill., was also present. All in attendance declared it to be a most successful program.

PLANNING REGIONAL MEETING

National Life, U. S. A., to Begin Series of Conventions at Signal Mountain Next Week

The National Life, U. S. A., has completed the details for its regional agency convention which will be held during the latter part of this month and the early part of next month. There will be three regional conventions this fall, the first at the Signal Mountain hotel, Signal Mountain, Tenn., on Aug. 25-26, to be attended by members of the \$100,000 club and agents from the eastern and southern states. The second will be at the Hotel Chase, St. Louis, Mo., on Sept. 1-2, to be attended by members of the \$100,000 club and agents from the middle western states. The third and last will be at the Palace Hotel in San Francisco, Sept. 12-13, for the \$100,000 club members of the Pacific coast states. The meetings will be educational as well as inspirational. Addresses will be given by Vice-President Walter E. Webb, Vice-President and Medical Director Walter A. Jaquith, Superintendent of Agencies L. T. Hands and other home office officials and field men.

W. W. Williamson to Go Abroad

W. W. Williamson of the Williamson & Wellbeloved Chicago general agency of the Connecticut General Life, sails for Europe on the Leviathan at the end of this week. He will be abroad about a month.

NEW PAID-FOR LIFE INSURANCE — 45 UNITED STATES COMPANIES

(Exclusive of Revivals, Increases, Dividend Additions)
Figures by Association of Life Insurance Presidents

ORDINARY INSURANCE					
Month	1925	1926	1927	1926 over 1925	1927 over 1926
January	\$ 523,654,000	\$ 560,289,000	\$ 576,642,000	7.0	2.9
February	548,529,000	597,429,000	625,988,000	8.9	4.8
March	654,771,000	724,454,000	740,725,000	10.6	2.2
April	638,206,000	675,296,000	740,923,000	5.8	11.1
May	698,706,000	702,309,000	699,846,000	.5	-.4
June	638,195,000	704,852,000	696,742,000	10.4	-1.2
July	638,833,000	658,562,000	638,866,000	3.1	-3.0
	\$4,340,894,000	\$4,623,191,000	\$4,728,732,000	6.5	2.3
INDUSTRIAL INSURANCE					
January	\$ 147,441,000	\$ 227,158,000	\$ 185,292,000	54.1	-18.4
February	177,666,000	174,782,000	207,217,000	-1.6	18.6
March	192,694,000	230,208,000	241,701,000	18.9	5.0
April	196,895,000	215,504,000	227,279,000	9.5	5.5
May	217,735,000	235,207,000	241,662,000	8.0	2.7
June	198,113,000	202,315,000	221,780,000	2.1	9.6
July	182,991,000	194,315,000	200,835,000	6.2	3.4
	\$1,314,445,000	\$1,479,484,000	\$1,525,766,000	12.6	3.1
GROUP INSURANCE					
January	\$ 68,957,000	\$ 56,280,000	\$ 94,445,000	-18.4	67.8
February	36,696,000	83,085,000	46,119,000	126.4	-44.5
March	40,757,000	72,368,000	103,057,000	77.4	42.4
April	66,415,000	80,663,000	46,969,000	21.5	-41.8
May	29,041,000	56,458,000	45,683,000	44.6	-19.1
June	47,565,000	69,282,000	67,817,000	45.7	-2.1
July	54,947,000	78,126,000	54,229,000	42.2	-30.6
	\$ 354,418,000	\$ 496,264,000	\$ 458,310,000	40.0	-7.6
TOTAL INSURANCE					
January	\$ 740,052,000	\$ 843,727,000	\$ 856,379,000	14.0	1.5
February	762,891,000	855,299,000	879,324,000	12.1	2.8
March	889,172,000	1,027,025,000	1,085,483,000	15.5	5.7
April	901,516,000	971,463,000	1,024,162,000	7.8	5.4
May	955,482,000	993,974,000	987,191,000	4.0	-7.7
June	883,873,000	976,449,000	966,339,000	10.5	1.0
July	876,771,000	931,902,000	893,930,000	6.2	-4.0
	\$6,009,757,000	\$6,598,939,000	\$6,712,808,000	9.8	1.7

Educational Book For Agents Issued By American Central

"Fundamentals for Fieldmen" is the title of the last compilation of educational matter published by the American Central Life for its representatives. The book is the product of more than 18 months of intensive work, collecting, writing, testing, editing, and collating. It epitomizes the evolution of the company's various selling plans and sales tools as developed in the last 10 years. "Fundamentals" is designed for both new and trained life salesmen. It covers, in a concise and understandable way, the following vital facts about the institution of underwriting: A history of life insurance and of the American Central; how the mortality table is used as a basis for the computation of premiums; an explanation in everyday language of the company's different policy forms, using ordinary life as the basic contract; how to survey a prospect in order to get a "picture" of him so that the proper coverage may be offered; "pictures" of typical prospects, drawn to illustrate how different policies fit different situations; sources of prospects; a complete digest of human needs for life insurance in all circumstances; the American Central plan in its entirety—then, step by step, in minute detail, sales strategy, which outlines the high points to be stressed in selling various contracts; how to sell "big business," such as corporations and partnerships; twenty-one common objections to life insurance and the answers to these objections. Two model presentations of the company's outstanding policy (ordinary life with coupon option) are included as actually used by two of the company's leading fieldmen. A glossary of the life insurance terms and their meanings appears at the end of the book.

Although "Fundamentals" has been in the hands of the American Central field force but two weeks, it has already elicited praise from superintendents, managers and agents. It is complete and at the same time so easily read and understood that it makes an

admirable text book or encyclopedia for use in the company's agencies. Unlike many similar works, "Fundamentals" is not a mass of bewildering "arm-chair" theories. It is a comprehensive, interesting and excellently coherent presentation of practically everything a representative should know to be successful and fully informed concerning life insurance, the American Central and its various policy contracts, the company's method of selling, and salesmanship in general. The book deals exclusively in facts—in details which have stood the test of use in the field.

PHOENIX MUTUAL EXPANDS

Colonel David W. K. Peacock Is Made Head of Company's New General Agency in New York City

The Phoenix Mutual Life has just announced the establishment of a new general agency on Columbus Circle, the third in New York City, made necessary by the increase of the company's business in the metropolitan district. The new agency will be built from the ground up and will be under the management of Col. David W. K. Peacock, who has been at the home office in charge of important negotiations. Headquarters will be in the General Motors building.

Formerly general agent at Chattanooga for the Home Life, Col. Peacock was attached to the army general staff during the war. Later, while personnel director for a large motor car manufacturer in the middle west and subsequently for an important public utility company in Pittsburgh, Col. Peacock gained the specialized experience that has been of great value to the company during the last year in writing a number of salary savings contracts on employees of public utility companies. He was brought to the home office the first of last year from the Cleveland agency, where he was a salesman, is a graduate of the University of Pittsburgh, a director of the American Management Association and a member of various clubs in Pittsburgh, Cleveland and New York.

GROUP ASSOCIATION MEETS IN TORONTO

DISCUSSIONS ARE INFORMAL

Representatives of 13 Companies Attend Meeting—W. J. Graham, Equitable of New York, Presides

TORONTO, ONT., Aug. 18.—The Group Association held a well-attended conference in Toronto on Tuesday and Wednesday of this week, 13 companies being represented. The object of the conference was to enable representatives of member companies to get together and informally discuss various problems connected with the writing of group business.

Sessions, which were of a confidential nature, were held in the mornings only, under the chairmanship of W. J. Graham of the Equitable of New York, who is president of the Association for the current year. The visitors were welcomed to Toronto by T. G. McConkey, general manager of the Canada Life. Mr. McConkey as president of the Canadian Life Officers' Association spoke on behalf of the Canadian life companies. Those attending the conference were entertained by the Toronto life companies. Entertainment included a dinner on Tuesday evening.

COMPANY MAKES BIG INCREASE

Security Life Examines Almost 100 Percent More Business in July This Year Than in July, 1926

An increase of almost 100 percent in examined business in July, 1927, over July, 1926, is reported by the Security Life, Chicago. This year from July 1 to Sept. 1 the company is conducting an airplane flight contest. This, however, is not accountable for the great increase, for during the same months last year the company also conducted a drive for new business.

The records of the July business show that the greatest number of applications was received from farmers, the total in this class being one-third larger than the total in the next class. The business was obtained from people in 68 different occupations. After the farmers, the largest buyers were the following, in the order of quantity of applications obtained:

Students, housewives, salesmen, clerks, children, merchants, laborers, executives and teachers. During July the company did better business in the rural districts than in any other month this year.

Conservation Prize Winners

The Illinois Life announces the conservation prize winners of its \$100,000 Club. The first prize goes to Manager O. H. Gabel of Joliet, Ill., whose renewal percentage was 96.8. The next prize goes to District Manager John J. Delaney of the Chicago south side agency, whose percentage was 92.8. The third prize goes to Ira A. McBride of the southwestern department with 90.8 percent. The fourth prize is gotten by Howard C. Fowler, Michigan, with 89.4. The fifth prize was captured by R. B. Daniel of the southwestern department with 88.4 percent.

Kinch is Promoted

A. Kinch has been appointed agency superintendent of the Manufacturers Life at Toronto. He entered the service of the company as cashier at Kingston Nov. 1914. He was transferred in August, 1920, to the head office as secretary of the \$100,000 and \$200,000 clubs. In March, 1925, he was made agency inspector.

The Sentinel Life of Kansas City has been admitted to Nebraska.

LINDBERGH COMMENTS ON AVIATION SAFETY

Internationally Famous Aviator
Gives Views on Insurance
Angle of Air Navigation

LAUDS ALL-METAL SHIP

Believes Wider Use of Aviation Cover-
age Is Practicable, Since Hazards
Are Being Reduced

BY JOHN C. LEISSLER
Insurance Editor
Chicago Journal of Commerce

A picture of a new field for insurance, that of aviation, in which the factor of safety now is developed sufficiently to reassure the most timid underwriter, was painted here last week by Colonel Charles A. Lindbergh. This noted personage, whose name has become a household synonym for courage and perseverance throughout the world, has been interviewed on every conceivable subject, but for the first time mentioned aviation and insurance in the same breath while in Chicago.

Lindbergh, whom Mayor Thompson of Chicago introduced as "Lindy, the hero of the world" at the banquet in the flyer's honor last Saturday night, was enthusiastically received by the press Saturday afternoon for a brief conference in the Stevens Hotel.

Love of Aviation Dominates

From the interview it was evident that love for aviation is the one dominant emotion in this strapping of destiny, that his faith is great in its early expansion and that his belief in the safety of aviation is sincere. Colonel Lindbergh tactfully refused to talk on any subject other than aviation. No subject was discussed quite so frankly and freely as aviation insurance and the safety of the science which would justify a wider use of the coverage. He declared that aviators are not having so much difficulty in getting insurance protection now and seemed pleased that the insurance companies have seen fit to be more liberal.

Believes Flying Safe

"Lindy" then reiterated his belief in the safety of aviation and asserted that he had sent his mother from Grand Rapids, Mich., to Detroit in an airplane at night, firm in the belief that she was safer than if she had made the trip by rail. He then took the layman's viewpoint of insurance to clinch his safety argument and at the same time revealed his own faith in insurance, when he declared that the fact that aviators now can get insurance easier than in the past is proof of aviation safety.

Fears Are Allayed

After listening to this man tell of aviation and of his unswerving belief in its safety, one can feel one's innermost fears of flying supplanted by a willingness to give the thing a trial at least. One can understand why Henry Ford, the world's richest man, made his first plane trip in "Lindy's" ship, while an insurance man wonders how any underwriter could have the temerity to refuse an aviation risk.

Colonel Lindbergh declared that usually when aviation tragedies are investigated that they are found to result from either inexperienced pilots or antiquated planes. He then predicted the future of aviation in glowing terms, saying that the next development of importance will be parcel delivery on a scale with the air mail delivery of today.

The flyer declared that the all-metal airplane compares favorably with the

MUTUAL TRUST LIFE MEN WILL GATHER NEXT WEEK

MEET AT YELLOWSTONE PARK

Four-Day Session to be Huge Sales
Conference with Elaborate En-
tertainment Interspersed

The Mutual Trust Life has completed the program for its annual agency convention to be held Aug. 22-25 in Yellowstone National Park, and an elaborate four-day program of business sessions and entertainment has been arranged. Vice-president Carl A. Peterson will preside at the first day's session which is to be held at Mammoth Hot Springs Lodge and will give the address of welcome. Morris Greenberg, president of the agency club will respond for the field men.

The second day's session will be at Old Faithful Lodge, A. B. Slattengren, secretary of the company, being chairman of the meeting. At this session there will be several short sales talks, including talks by Mr. Peterson and L. R. Lunoe, manager of the New England department, and Mr. Slattengren. A number of the company's leading producers will also discuss various phases of sales work and competition. The third day's session at Yellowstone Lake Lodge will be in charge of A. E. Wilder, director of agencies. There will again be talks by company officials and the agency leaders. On the last day the meeting will be at Grand Canyon Lodge, Mr. Peterson again being chairman. At this session there will be an open forum discussion divided into three phases, "Finding the Man," "Training the Man," "Supervising the Man." Following this there will be a brief general discussion and the meeting will close at noon on Aug. 25.

silk covered planes, and that the all-metal fuselage is used almost exclusively now.

One could deduce from Lindbergh's words that safety in aviation is no myth, that the science is on the threshold of a great development, and that a new field of expansion is waiting for enterprising insurance men. That Lindbergh has been protected in the United States Life and his plane in the Independence Companies of Philadelphia is generally known among underwriters.

Speakers Accept Invitations

Two of the prominent speakers who will appear at the annual convention of the National Association of Life Underwriters at Memphis in October have sent in their acceptances and will be added to the program as already announced. They are Superintendent of Agents Charles Hommeyer of the Union Central Life who will speak on "The American Agency System" and Senator Luke Lea of Nashville, Tenn., who will speak on "Why I Carry \$2,000,000 Life Insurance." It is planned to substitute special addresses in place of separate sessions for women members and the weekly premium session.

Plans of Sheridan Life

The Sheridan Life, the new company that has been organized in Chicago, but will move its home office to Evanston, Ill., expects to have its license from the Illinois department in a few days as soon as the examiners complete their work. The company has splendid financial backing. Fifty percent or more of the stock is held by residents of Evanston. Prominent business men of that suburb of Chicago are on the board of directors and will play an important part in its upbuilding. Mercer E. Daniels, the president of the company, who is largely responsible for its organization is a well trained insurance man. He will get a strong agency head.

ANNOUNCE PROGRAM FOR THREE-DAY CONVENTION

COLUMBUS MUTUAL MEN MEET

Annual Gathering to be Held Next
Week at Cedar Point—Several
Outside Speakers

The Columbus Mutual Life will hold its annual agency convention at Cedar Point, Oct. 24-26. Among the outside speakers will be Harry C. McNamer of the Equitable Life of New York in Chicago; Charles Dobbs, the "Insurance Field" and W. C. Safford, Ohio insurance superintendent. The program is as follows:

Wednesday afternoon, George J. Abdella, president of the convention; A. G. Higgins, presiding; "Professional and Non-Professional Selling," Charles E. Scott; "Why?" L. G. Purmort; "The Gold in the Golden Rule Contract," Henry A. Sprow; "Quiz," conducted by L. E. Bilyeu.

Thursday morning, Harry C. Pitz, presiding; "Conservation of Business," J. C. Deloney, conservative manager; "Men Who Hung On," Harry C. McNamer, Equitable Life, Chicago; "Selling," L. Edward Thompson; "The Company and the Agent's Contract," R. P. Thelen; "Paying Premiums in Advance," Noah G. Spengler.

Thursday afternoon, E. A. Newark, presiding; Address, W. C. Safford, superintendent of insurance; Address, Charles Deloney, conservation manager; "Men Widows' Cruise," Harry C. McNamer; "Income Insurance," Charles F. Sprague; "Income Insurance," Edward D. Smith.

Thursday evening, banquet, E. E. Besser, Jr., toastmaster; Address, Thurman "Dusty" Miller.

Friday morning, J. Glenn Hill, presiding; "Some Suggestions," Thomas E. Berry; "If I Should Die Tonight," George A. Ferguson; "Unrestricted Territory," O. M. McGee; "Requisites for Success," E. W. Christy; "Retirement Annuities," D. E. Ball, vice-president and secretary.

Friday afternoon, Ralph K. Raudabaugh, presiding; "Statements," David Fischer; "The Columbus Mutual Life," Rev. J. A. Shirer; "Why the Columbus Mutual Life," H. A. Behrendt; "Practical Sales Demonstration," E. R. Kuck, agent; Presentation of "Hobby" Cup by C. W. Brandon, president.

Roy C. Beck Leaves Insurance

Roy C. Beck, formerly advertising and publicity manager for the Continental Life of St. Louis, has resigned to accept a position at the head of the sales promotion department of a prominent St. Louis commercial enterprise. The company with which he has connected himself builds and operates commercial or parking garages and contemplates greatly expanding its activities. Mr. Beck edited the agency bulletins and other publications issued by the Continental Life. Prior to joining the Continental he was with the Missouri State Life in a similar capacity and also as a producing agent.

Plan for 1928 Convention

The Northwestern National Life has announced its plans for its 1928 agency convention, which will be in the form of a Great Lakes tour, starting from the home office. The company has decided to join the request of those who wish to meet at the home office and also those who wish to undertake a lake trip. The agents qualifying for the convention will go to Minneapolis for the opening session at the home office on Aug. 21. Late in the afternoon of that day, a special train will take the convention delegates to Duluth, from which the party will go by boat on the Great Lakes to Detroit. An elaborate entertainment program is being arranged for the boat trip, though provision is also being made for some sales congress sessions aboard the steamer. On the evening of Aug. 23 a banquet and a final session will be held. The agents, except for those going east are going to Chicago by special train, where the party will break up.

J. J. KING SPEAKS AT FRATERNAL CONGRESS

Vice-President of Hooper-Holmes
Bureau Covers Subject of
Inspections

PROGRESS IS REPORTED

Great Value Placed on Extra-Medical
Information by Life Underwriters,
Delegates Are Told

Vice-President John J. King of the Hooper-Holmes Bureau, present at the meeting of the National Fraternal Congress in Boston this week as a guest speaker, addressed the delegates in part as follows on "Inspection of Risks."

Modern life insurance, with its disability benefits, double indemnities in case of accidental death, and nonmedical features, has made the inspection report more important and more necessary than ever before. When life insurance was written only by the societies and insurance companies the inspector's job was comparatively easy. The new features greatly increase his work. Occupational hazard has become of vital importance and it is necessary for the inspector in every instance to obtain intimate details of the exact duties of each applicant. The applicant who gives his occupation as yard foreman for a railroad company may prove to be a switchman. The difference seems slight, but I am informed that it costs 100 percent more to carry a switchman than a yard foreman.

The liquor hazard has assumed new and astonishing proportions and is much more difficult to detect than when liquor as a beverage was sold legally. The history of present and past health impairment has always been of major importance with us. We have always stressed it and the introduction of non-medical insurance makes us no more careful in this respect than we always have been.

Impairments Found

Since the adoption of the nonmedical plan in this country we have inspected many thousand of risks who received policies without medical examination and have reported many physical impairments, but I am of the opinion that we find a greater number of impairments on those who have been examined by physicians. This is sometimes due to the fact that applicants conceal past history which, if stated, would enable the examiner to report an impairment which might not be detected by the usual examination. There are also other reasons.

Many underwriters have stated that they regard the inspection report as having greater value in connection with the consideration of the risk than the medical examination. That, of course, is an extreme view. The president of one company told me that he prefers a good inspection report to a medical examination, in most cases. But there's the rub. We know that not all inspection reports are good in the sense in which he used the word, any more than are all medical examinations. The quality of the average inspection report is probably as high as that of the average medical examination.

One Company's Practice

One of the life insurance companies which advertises "No Nonmedical, Group or Sub-Standard Business Written," adds the following:

"Membership in this company demands evidence that the physical condition of the applicant is substantially on an equality with the condition of ex-

ROBERT FULTON

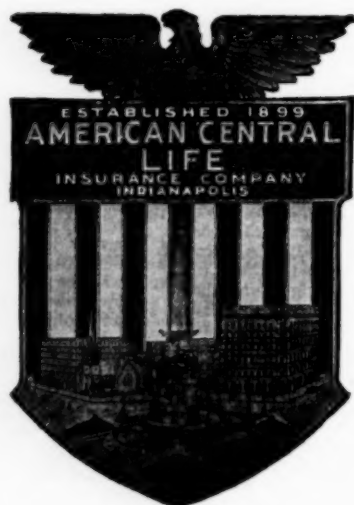
invented the steamboat, paving the way for today's greyhounds of the sea and making possible new standards of speed and efficiency in transportation. Speed of service is one consideration that means satisfaction and pride in the heart of the alert salesman.

Ability to produce the completed policy contract with a minimum of awkward waiting is a joy to him whose purpose is service, as well as to him who has applied for protection. 24-Hour issuance has long been the rule with the American Central.

Substandard business is frequently encountered by the fieldman and it is a decided advantage if his company is adequately prepared to handle such cases for him quickly in its own office. Substandard writing by American Central representatives is rendered especially convenient by special rates included as a part of their equipment and by the Company's clean-cut system of substandard underwriting.

— OO —

REINSURANCE FACILITIES are so scientifically perfected that there is practically no delay in securing coverage for excess lines, thus leaving the representative free to produce with maximum speed and effectiveness.



isting members at the time they were admitted. Any departure from this practice jeopardizes the equity of membership and is a discrimination against existing members. Medical examination is a distinct advantage to the applicant in the interests of his continued good health.

This company also obtains an inspection report on every applicant.

D. P. Kingsley's View

Darwin P. Kingsley, president of the New York Life, has been quoted in the House Organ of the Hooper-Holmes Bureau, the "Ounce of Urevention," as follows:

"In valuing a life, the medical report is no longer the single factor that guides the life companies. Forty years ago it was. Now a life is valued after reports of varying character are assembled.

"The New York Life passes on a life much as a commercial bank passes on a credit. Its file on an applicant is much like a credit file in a bank. One of the reports in the company's file always comes from the inspection department. Its presence is as much a matter of course as the medical examiner's findings on heart, lungs, family history, etc."

The whole present trend in life insurance is toward the extension of inspection service. It is the service of the future in selection.

Dr. H. A. Dingman, medical director of the Continental Assurance, in his book "Insurability Prognosis and Selection," has a chapter on "Nonmedical, the Examiner Excluded," in which he says in part:

Why Is Medical Examiner?

"As we consider nonmedical, the question presents, Why is a medical examiner? What is his value in determining insurability? He is, of course, one of five usual sources for information: the applicant himself, the agent, the medical examiner, the inspector, the home office underwriter.

"We may wonder if it is not an asset that the examiner acts as company representative in cross-examining the applicant. It is. If all examiners recognized the asset they can be in this regard, there would be no nonmedical. Examining service would be too valuable to dispense with. But many examiners, too many examiners, take the attitude that they are recorders of what is told them rather than determiners. Language can be used to conceal information, as well as reveal it. A voluble applicant may be concealing pertinent personal history behind a wordy barrage, and if the examiner acts as a medical recorder only he includes much irrelevant matter and the applicant has bested him in a duel of wits."

The same writer in discussing the inspector says:

Responsibility Three-Fold

"The inspector's responsibility is three-fold. He must establish the identity of the individual applying. He must obtain certain information concerning habits, health and occupation that will allow the company to check against the statements of applicant, agent and examiner. He must supply reliable information regarding finances, environment, insurable interest and the general moral hazard of the risk, for knowledge of which the company is in large part dependent on the inspector.

"Next, there is certain verifying information to be secured that will be checked against the statements of the applicant, the agent and the examiner. Because some occupations are more hazardous than others and require higher premiums, the application may misstate, and misinform the agent and the examiner. Here is where the inspector checks. It is human nature to minimize our faults. Perhaps it is expecting too much to get a true statement from an applicant regarding his use of liquor. The inspector checks. More reprehensible would be a misleading presentation of personal and family history. Here

again the inspector checks. Occasionally an agent, or examiner, or both, may make false statements of an applicant, have him appear strong and robust when in reality he is frail and anaemic. Again the inspector checks.

Must Give Other Facts

"Lastly he must consider himself the source of certain information not uniformly obtained elsewhere, the standing of the applicant, his credit rating, his ability to pay premiums, his social status and whether the marital state is happy and homelike."

Some years ago it was learned that another form of inspection service could be used to substantial advantage by some of the societies. I refer to the inspection of risks already on the books, particularly in those cases in which the latter in part have been acquired through reinsurance or merger. These risks the society may think it important to classify as good, fair or poor. This is a distinctive service known as the "inspection survey" and is furnished under a special contract which calls for the inspection of the entire membership. Already more than 100,000 reports of this character have been made by the Bureau and contracts are now under way for another 100,000.

BIG INHERITANCE TAX PAID BY DEERING ESTATE

A striking illustration of the inroads made on large estates by the inheritance taxes has been reported in Miami, Fla., where the first report of the executor filed in the probate court there last week, revealed that the estate of James Deering, formerly of Chicago, has paid to the United States government \$2,425,000, as inheritance tax. Also, it is revealed that Illinois will receive as state inheritance tax \$233,041.

The value of the Deering estate is unknown, though it is variously estimated at between \$40,000,000 and \$80,000,000. A recent inventory of personal property shows that the former manufacturer held stocks, bonds, notes and mortgages worth \$17,313,878 at the time of his death. Since Mr. Deering's death a total of \$5,687,943 has been received and disbursed by the executor. Of this \$2,067,600, was paid in cash bequests, mostly to employees, and \$200,623 was allowed for administrative and attorneys' fees.

Returns on Policyholders

Of the entire Bankers Life of Iowa production in July, 32 percent was on the lives of old policyholders. Salesmen wrote 476 applications for policyholders that month. The total amount of additional protection purchased was \$1,889,250. The total of new, paid-for business written by Bankers Life salesmen in July was \$8,405,413.

The eastern district, captured first conservation honors in July. This district led in policyholder applications with 137 and had a conservation production of \$478,500. District 2, which includes the home state of Iowa, was second with 100 applications for \$463,250.

The G. R. Craft agency of Cleveland led all agencies in policyholder applications with 29. The J. W. Strong agency of Detroit was high in policyholder production with \$113,250.

Record Month for Inter-Southern

R. J. Albachten, vice-president and director of agents for the Inter-Southern Life, announces that the Inter-Southern field force produced more than \$6,000,000 of business in July, breaking all previous Inter-Southern records.

July was dedicated to President Carey G. Arnett, whose birthday is July 15. High lights of "Arnett Month" included over \$1,000,000 of business received July 15, Mr. Arnett's birthday, over \$500,000 of business received on two other days, and not less than \$100,000 of business received any day during July. The average for the month was over \$250,000 per day.

UNIQUE MANUAL-DIGEST SHOWS DEVELOPMENTS

Many Interesting Facts Brought
Out by Annual Statistical
Review

MANY BUSINESS CHANGES

Trend Over Ten Year Period Seen in
Comparison with Edition
of 1917

The 1927 issue of the Unique Manual-Digest brings out some interesting facts when compared with the information shown in the 1917 edition issued prior to the participation of this country in the great war. The 1917 book was entitled the "Policyholders Digest" but about one year later was enlarged somewhat to include the material that was in Dawe's Unique Manual, the name being changed to the Unique Manual-Digest. Dawe had been publishing his books for 20 years, but after his death they were purchased by THE NATIONAL UNDERWRITER and the publication of the smaller book, the Little Gem Life Chart, was carried on by the present publishers.

Has Grown with Business

Practically 500 more pages are included in the 1927 Digest, making a total of 1488. This shows the growth of the book, paralleling the growth of the life insurance business. The 1917 Digest shows but 20 companies having more than \$200,000,000 in force. In the annual statement reports in the 1927 edition, there are 44 companies having passed this mark. The Metropolitan Life, for instance, had as of Dec. 31 last, over \$13,000,000,000 in force as against a little over \$3,000,000,000 in 1917, an increase of over four times.

Many Company Changes

There are 272 companies reported in the present edition as against 224 in 1917. Inasmuch as the Unique Manual-Digest has always contained reports on practically all legal reserve ordinary companies, there would appear to be a considerable increase in the number of companies operating.

The 1917 book gave a list of 24 companies which were organizing at press time. Of those that succeeded in starting operation, only three remain, the Des Moines Life & Annuity, the Great American of Kansas and the Omaha Life. This would indicate that the mortality of life insurance companies is like other businesses. The outstanding fact however, is that not one cent has been lost to policyholders because of failure or mergers of legal reserve life insurance companies. Of the 224 companies shown in the 1927 edition, 44 have been merged or retired, which leaves 180 reported ten years ago and still in existence. Very few have gotten into financial trouble, one exception being the Pittsburgh Life & Trust, which business however was salvaged by the Metropolitan Life. Most of the retirements were made for other reasons, as is shown in a separate department of the 1927 Digest. Two of the largest companies to retire from the field, both within the last year, were The Michigan Mutual, which was taken over by the National Life of Chicago, and the Public Savings, reinsured by the Western & Southern.

Great Increase in Banks

The fact that there are 272 companies reported in the 1927 volume would indicate that there have been 92 new successful institutions organized within the past ten years. This is not altogether

correct, inasmuch as there were possibly a dozen not reported in the 1917 volume and some companies were at that time operating either as fraternal societies, or as purely accident and health companies, which have since gone into the field of legal reserve life insurance. There are, however, a number which have successfully started business in the last few years, full reports on which are contained in the Unique Manual-Digest.

It is worthy of comment to note that practically all the military and naval service restrictions, which were introduced into policies about the time of the 1917 war period, have been eliminated from present contracts. The experience in the war did not affect the mortality of life insurance companies to any degree. Some policies did not have a war clause and a good many that had inserted clauses into their contracts, actually charged no extra premiums. The fact remains, however, that if there were another war, the companies might encounter a more disastrous experience. The age limits have been lowered and a great many policies are now written at young ages, whereas in 1917 and prior years not so many young men had such a large volume of life insurance. In the 1927 Digest rates for a good many companies are shown as low as age 15-16 and some low as 8-10.

Tendency Towards Liberalization

Most of the restrictions on residence, travel, occupations and the like have been eliminated from the life insurance contracts within the last few years, so that they are no longer such an important part of the analyses of the companies' contracts which are so carefully made in the Digest. The tendency is towards liberalization; in values, the elimination of surrender charges, and participation in paid-up values, as well as in other respects. A good many non-participating companies now grant interest on fully paid-up policies. In fact, the tendency is exemplified in the lowering of costs, either through larger dividends or lower rates, as well as the increase of excess interest paid on proceeds of policies left with the companies.

Features Are Listed

The policy analysis in the 1917 volume showed the disability clauses of the various companies as carefully analyzed as at present. At the time most companies included a waiver of premium clause and in event of disability agreed to pay the face of the policy in installments, although a few companies had begun to issue some clauses making payments in some form of annuity. None of the clauses were modernized as at present. It is interesting to note that the Fidelity Mutual was the first company to adopt the disability clause in connection with life contracts, as well as the first company to include the double indemnity clause.

The double indemnity was not generally included in life insurance contracts in 1917, although issued by the Pacific Mutual, that maintained a separate accident department, and a few others, but it had not generally found its way into the rates and analyses of contracts as shown in this book.

Perhaps the greatest value that the Digest has had for the agent has been the complete cataloguing of each company's rate book, showing besides rates for all ages for a good many policies, sample ages for every form issued.

Without question the Digest is the most valuable reference book published, containing all information about all companies. There is nothing published along this line that compares with it. It has become such an elaborate compilation that in order to advance the publication date, separate quarters have been arranged for the work that is to be done on future editions.

Copies of the 1927 edition may be secured by addressing The National Underwriter Company, 420 East Fourth street, Cincinnati, O.

French Lick Springs Indiana

will be the scene of one of the largest and most interesting Divisional Conventions the Pan-American Life Insurance Company has ever held. More than 200 delegates from 18 States will be present.

Holding Conventions is only one phase of the educational work which the Pan-American carries on for the welfare of its representatives.

Pan-American Service includes—

Educational Course
Individual Sales Planning
Unexcelled Life Policies
Child's Educational Endowment
Combination Life and Accident and Health Policy
Substandard Insurance for Under-average Lives
Group Insurance
All Forms of Accident and Health Insurance

We have a few attractive general agency openings for men not at present attached, who measure up to Pan-American ideals.

Address

E. G. Simmons, Vice-President and General Manager

PAN-AMERICAN LIFE INSURANCE COMPANY

New Orleans, U. S. A.

Crawford H. Ellis, President

DAY-O-GRAM

Darby A. Day and Co-operation

**AN OPPORTUNITY TO SHARE IN THE BUILDING
AND IN THE PROFITS OF THE WORLD'S
GREATEST LIFE INSURANCE AGENCY**

OUR PLAN

Management of the Agency to be in the hands of a Board of Directors consisting of eight agents and the executive management of the Agency.

A general manager, assistant managers, statistician, librarian and several instructors of agents.

A cooperative basis of profit-sharing in which the Agency Force will participate in 40% of the profits of the Agency.

The first opportunity ever offered for an Agency Force to share in General Agency profits.

OUR PLANT

Entire 23rd floor of the new Bankers Building, corner of Clark and Adams Streets.

17,000 square feet.

40 private rooms for agents.

A reception hall.

A library in which every insurance publication in the United States will be available, including statistical tables and reference books.

A clerical department with space for 75 clerks.

Retiring rooms.

Private rooms for five assistant managers.

A brokerage department consisting of a manager's office and telephone battery.

A medical department of three examiners' rooms and laboratory.

An auditorium seating 215, equipped with stage, blackboards, projection room and dressing rooms.

In short, the largest and most ambitious plans ever promulgated for the building and development of men in the Life Insurance Business.

We are looking for high-class, capable men who can fit into this kind of an organization.

If you are looking for the biggest opportunity ever offered in the life insurance field, come in and see us or communicate with:

Darby A. Day

Manager

Illinois Merchants Bank Bldg.

Central 6460

CHICAGO

The Union Central Life Insurance Co.

Cincinnati, Ohio

ANNOUNCE PROGRAM FOR ANNUAL AGENCY MEETING

ATLANTIC LIFE MEN GATHER

Will Hold Convention at Spring Lake, N. J., Sept. 6-9, With Auspicious Four-Day Session

Increased production by improved working methods will be the underlying topic of the annual Aces' convention of the Atlantic Life to be held at Spring Lake, N. J., Sept. 6-9, in the Essex and Sussex Hotel. There will be a dinner and get-together meeting the evening of the first day followed by presentation of service pins and award of prizes for the best daily personal inventory reports. Twenty-year service pins will be presented and production of the various aces during the club year will be announced by William H. Harrison, superintendent of agencies.

To Have Oratorical Contest

At the business session on each of the three succeeding days, there will be a general discussion of some assigned topic on the floor of the convention, prizes consisting of gold pieces to be awarded those acquitting themselves best. This will be known as a two-minute contest, each speaker being limited to that period of time. A general agent will preside and three general agents will act as judges. This feature is to be introduced for the first time at the annual meetings.

Winslow Russell on Program

Winslow Russell, vice-president of the Phoenix Mutual Life, will deliver one of the principal addresses, his subject to be "A Controlled Life Insurance Life." Edmund A. Saunders, president of the Atlantic Life, will deliver the keynote address of the convention the morning of Sept. 7. The closing address will be delivered the afternoon of Sept. 9 by Edmund Strudwick, Jr., vice-president, his subject to be "Review and Outlook."

Many Others to Speak

Other speakers on the program include: Roy M. Jones, secretary and treasurer of the company, "Unusual Claims and Settlements"; D. E. Henderson, general agent for Alabama at Huntsville, "Approach, Interview and Close"; Dr. J. H. Smith, district agent, Petersburg, Va., "Why I Am in the Life Insurance Business"; E. A. Stutts, supervisor for Alabama, "The Approach Book in Scientific Selling"; George T. King, agent at Richmond, "Systematic Solicitation of Business"; J. Wilson Malloy, general agent, Cheraw, S. C., "Facing Your Future Squarely"; Dr. Frank P. Righter, medical director, "Cards on the Table"; William R. Gardner, supervisor of agencies, "What Atlantic Offers"; W. F. Swan, general agent, Jackson, Miss., "A Compound Income Bond Sales Talk"; George W. Killebrew, Jr., general agent, Nashville, Tenn., "Life Insurance Trust as a Selling Plan"; A. O. Swink, manager for Virginia and District of Columbia, "How Home Office and Agent Can Help Each Other." Mr. Swink has been the biggest personal producer for the Atlantic, registering in the million-dollar class for some years. During the last club year he paid for something over a million and a half of business.

Business sessions will occupy the mornings of each of the three days. The afternoons will be given over to golf, tennis, motor rides and other recreative features.

General agents will hold a meeting the evening of the final day. A company's progress dependent upon full-time organization will be the general theme of discussion, with attention centered upon production by full-time men.

License to do business in Illinois has been obtained by the Judea Life.

PLANS FOR INDUSTRIAL ASSOCIATION DOUBTFUL

IDEA IS WIDELY FAVORED

Variance in Opinion as to Methods of Effecting Organization in Chaotic Condition

Organization of the new industrial association comprising life, health and casualty companies is doubtful, at least in the immediate present. Inquiries sent out by the American Life convention and by a special committee appointed by the Insurance Advertising Conference have brought back replies indicating that there is a real sentiment in favor of such an organization, but opinions vary radically as to methods of forming such an organization.

Favor Convention Subsidiary

Members of the Industrial Insurers Conference, which has been in existence for many years, are not convinced that a new organization is necessary for them though a number of these companies have indicated their willingness to join a new association without dropping their membership in the old organization. Since the American Life Convention sent out its inquiries concerning an industrial organization to be affiliated with it, some executives who had partially committed themselves to the formation of an entirely new group, have announced that they now favor the American Life Convention subsidiary plan.

The entire movement for forming a new industrial association is now in somewhat of a chaotic condition. None of the plans suggested seems to meet with general approval, though there is virtual unanimity on the desirability of having a single important association for these companies.

REVEAL CONVENTION PLANS

National Life of Vermont to Conduct "Institute of Salesmanship" at Banff

The National Life of Vermont has announced that its agency convention, which is to be held at Banff, Sept. 6-8, is to be in the form of an "institute of salesmanship," rather than the ordinary agency meeting. The program does not stress its own agents, but rather features some of the national leaders in life insurance salesmanship. The institute is to be conducted by Paul W. Ivey, lecturer on sales methods at Northwestern University and author of a number of books on salesmanship and marketing. It will occupy two mornings, each starting with a period for lectures by Dr. Ivey and discussions by those attending the convention. The addresses on the program will include the following:

Fred A. Howland, president of the company, "Applying Business Principles"; Ralph N. McCord, "Insuring Boys"; Clinton S. Bradley, Jr., "The Annual Premium Deferred Refund Annuity"; Earl H. Weltz, "A Standardized Sales Presentation." Luncheon talks will be given by George D. Alder, president of the National Association of Life Underwriters, and Charles C. Gilman of Boston.

Announce 1928 Plans

WORCESTER, MASS., Aug. 18.—J. H. Etison, assistant superintendent of agencies of the State Mutual Life, sent out notices this week advising members of the field force that next year's convention of the State Mutual Agency Club and the General Agents Association will be held June 26-28 at Hotel Champlain, Bluff Point-on-Lake Champlain, New York. The hotel, which owns the third oldest golf course in the country, will be given over exclusively to those attending the convention.

LIBERTY LIFE PROGRAM FOR ITS CONVENTION

LEADING AGENTS WILL MEET

Number of Talks Have Been Arranged
Covering a Wide Variety of Life
Insurance Subjects

President M. A. Bousfield of the Liberty Life of Chicago has announced the program for the annual agency convention starting next Wednesday. This will be the sixth annual gathering of agents. The program is as follows:

Wednesday, August 24, 10:00 A. M.

Meeting Called to Order—L. F. Simpkins, Director of Agencies.
Invocation—Rev. J. B. Redmond, Pastor St. Marks M. E. Church, Chicago.
Welcome to City—Anthony B. Overton, President Victory Life.
Welcome on Behalf of Board of Directors—Earl B. Dickerson, General Counsel.
Welcome on Behalf of Officers—E. H. Carry, Vice-President.
Welcome to the Home Office—Dr. M. O. Bousfield, President.
Response—A. L. Garvin, Supervisor Louisville Agency.
Address—Rev. R. L. Bradby, Vice-President, Pastor Second Baptist Church, Detroit, Mich.
Memorial Services—Rev. R. L. Bradby, Vice-President.

Wednesday, August 24, 2:00 P. M.

A Survey of Liberty Life's Progress—W. Ellis Stewart, Secretary.
How to Become a Successful Life Insurance Salesman—Elmore Williams, Supervisor Kansas City Agency.
Some Observations from the Side Lines—C. M. Cartwright, Managing Editor, The National Underwriter, Chicago.
Salesmanship—Dr. Roy L. Davis, Director of Sales Training of the Continental Assurance Company and Member of the Teaching Staff of Rockwell School of Life Insurance Salesmanship.

Thursday, August 25, 10:00 A. M.

Song—"Battle Hymn of the Republic"—Audience.
Invocation—Rev. J. H. Branham, Assistant Pastor Olivet Baptist Church, Chicago.
The Advantages of the Non-Medical to the Salesman—Nathan Wright, West Kentucky Agency.
Finding Prospects—J. H. Hollis, Chicago.
Presentation of the Purpose of the Gillespie Club and Plans of Organization—Abraham Lake, Wayne County Agency.
The Amount of Business a Salesman Should Produce Yearly to Be a Success in Life Insurance—A. B. Chennault, Wayne County.
The Amount of Time a Salesman Should Give Daily to Field Work—F. A. Adams, Supervisor East St. Louis Agency.
How the Sales Force May Serve to Make Liberty Life Succeed as It Should—Wm. Kenner, Supervisor Wayne County Agency.

Thursday, August 25, 2:00 P. M.

Discussion—Types of Approach; Methods of Creating and Keeping Interest; Methods of Meeting Objections; Methods of Closing—Irven Armstrong, Supervisor Baltimore Agency.
Guaranteed Savings—H. L. Thompson, Supervisor Chicago Agency.
Life Insurance a Profession for Women—Beatrice F. Evans, Chicago.
Review of Liberty Life Policies—Stuart F. Whiting, Supervisor St. Louis Agency.
Question Box—J. B. Snowden, Supervisor E. Kentucky Agency.
Developing the Rural Territory—W. C. Ross, Supervisor Michigan State Agency.
Should Rates Make Any Difference in the Sales—E. Birch, Kansas City Agency.

Friday, August 26, 10:00 A. M.

Invocation—Rev. J. Russell Harvey, D.D., Pastor Cosmopolitan Community Center, Chicago.
Hints from the Inspection Department—Mayne Hickerson, Manager Policy Department.
Hints from Inspection Department—W. E. Watts, Manager Inspection Department.
Sales—W. Louis Davis, Manager Bond Department.
Review and Hints from the Conservation Department—Chas. L. Lewis, Manager Conservation Department.
Symposium: Business of Life Insurance

COMPANIES SEE BETTER DAY AMONG FARMERS

SITUATION IN NORTHWEST

Agricultural Sections Seem to be More
Prosperous and Agents Are
Selling Insurance

MINNEAPOLIS, Aug. 18.—Life insurance companies and general agencies operating in the Dakotas and Minnesota are far more hopeful as to conditions than they have been for months past. The agricultural situation in this part of the country has improved. The companies that are going out strong for country business are able to write considerable amounts of life insurance. The farmers are more in a buying mood than they have been for years past.

While the depression is felt in certain sections of the northwest it is stated that the farmers are not so involved in this part of the country as they are in other great agricultural areas. Agency managers therefore say that there is a good opportunity to put some money into the business and to stimulate production. The outlook for crops is good and the farmers have more money. This summer has brought the first bright spot in the sky for many years. It is very encouraging because some general agents have kept on the job, endeavoring to do the very best possible for their men and they have worked under the most adverse circumstances.

HEAD OF OREGON LIFE DIES

President Abbot L. Mills Passes Away
at His Home in Portland Follow-
ing Heart Attack

Abbot L. Mills, president of the Oregon Life, died August 11. About two weeks previous he suffered a heart attack from which he failed to rally. He was one of the founders of the company, which he served as president from its inception to the time of his death, a period of over 21 years.

Mr. Mills was one of the leading financiers of the northwest, being president of the First National Bank of Portland, the oldest national bank west of the Rockies, and vice-president of the Security Savings & Trust Company. He took an active part in political and civic affairs, was a director of the National Association for the Study and Prevention of Tuberculosis, and at the time of his death was president of the Portland Open-Air Sanatorium for consumptives.

The Mills' open-air school, founded by Mr. Mills, gained national recognition in recent years in the results obtained in treating children who were backward due to malnutrition and disease, and in combating in these children evidences of tuberculosis. For many years Mr. Mills was a member of the board of overseers of Whitman College, Walla Walla, Wash., and at one time was a member of the board of overseers of Harvard University.

—M. O. Bousfield, President; Earl B. Dickerson, General Counsel; W. Ellis Stewart, Secretary; L. F. Simpkins, Director of Agencies.

Friday, August 26, 2:00 P. M.

The Purpose of the Boosters Club—D. Matthews, Member of Advisory Board, Chicago.
Reading of District Quotas—E. Gillespie, Service Department.
Plans for Agencies—L. F. Simpkins, Director of Agencies.
Round Table—A. L. Garvin, Supervisor Louisville Agency, in Charge.

Friday, 7 P. M.

Annual Banquet (Informal) Appomattox Club.
Awarding of Bousfield Trophy and other Prizes.

California

The Springfield Life Insurance Company announces that arrangements have been completed to enter the Pacific Coast field, and that

R. H. JENKINS

Suite 331 A. G. Bartlett Bldg.
Los Angeles

has been appointed as General Agent for the State of California.

Real Old-Time, Life—Time Agency Contracts, with Liberal First Year Commissions, and Non-Forfeitable Renewals, are available to live, wide-awake men of proved ability.

All Standard Policies are written, with or without Total and Permanent Disability, Premium Waiver and Double Indemnity.

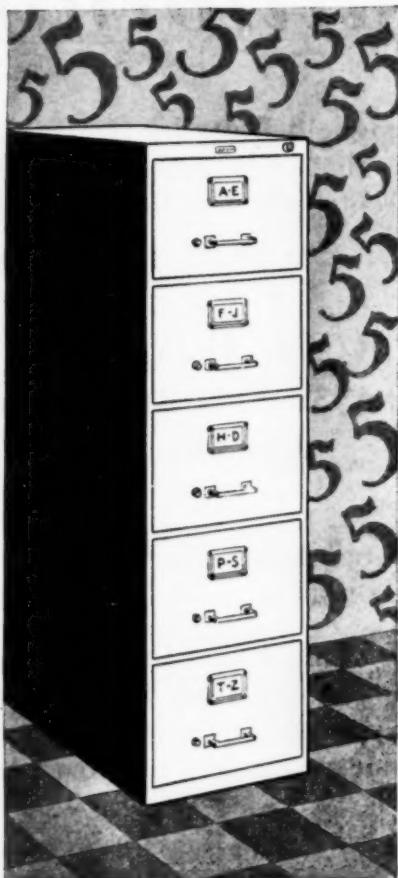
*Serve and Succeed With
the Springfield*

SPRINGFIELD LIFE INSURANCE COMPANY

SPRINGFIELD, ILLINOIS

For information regarding territory and commissions, call on or write to R. H. JENKINS, General Agent for the State of California, Suite 331 A. G. Bartlett Bldg., Los Angeles.

25% Greater Fileage in the same floor space



WHEREVER rentals are high and offices are congested, this new 5-Drawer letter file by GF will prove its unusual value. Every file gives 25% more storage, and four of them do the work of five 4-Drawer files.

Yet, this new GF Allsteel file is only 4 1/4 inches higher than a standard 4-Drawer file. Space saving construction accomplished by GF engineers has provided a full roomy letter drawer that will never warp, stick, or sag, because it's steel.

Solid bronze hardware, full roller suspension, a thumb latch on each drawer, all are the exceptional features that commend this file to you. Be sure you ask for GF Allsteel at your equipment dealers. Send the coupon for a complete folder of GF 5-Drawer and standard 4-Drawer files.

THE GENERAL FIREPROOFING COMPANY
Youngstown, Ohio Canadian Plant, Toronto
Branches and Dealers in all Principal Cities

GF Allsteel
5-DRAWER FILES

***** Attach this coupon to your firm letterhead *****

THE GENERAL FIREPROOFING COMPANY
Youngstown, Ohio

Please send me descriptive literature of the new GF 5-Drawer File and the regular 4-Drawer Files.

Name.....
Address.....
City..... State.....

ALFRED CLOVER, PICTURESQUE CHARACTER IN CHICAGO LIFE INSURANCE, IS DEAD

ALFRED CLOVER of Chicago, who for a number of years has been the storm center around whom the fight for control of the Public Life of that city was fought, died Saturday at a health resort in his city, the cause being heart disease. He was 59 years of age.

Mr. Clover founded the Public Life. Previous to that he had founded the Royal Life which went into the hands of a receiver. His relatives and close friends declare that he died of a broken heart due to his having lost control of the Public Life, and his seeming inability to get back. It was claimed that he manipulated the election of stockholders with forged proxies. An indictment charging him with conspiracy had been voted by the grand jury.

Mr. Clover possessed singular promotion ability. In many ways he was an eccentric and picturesque character. He was tall, gaunt, wore his hair in a shaggy way and usually had on a long coat of the old Prince Albert type. He was ignorant from a cultural standpoint. His language got singularly mixed. To hear him in conversation was as good as a vaudeville show. His enunciation was delicious, his vocabulary variegated and his manner eccentric. He ended most sentences with an interrogatory "eh?"

Mr. Clover sent salesmen out into the highways and byways to sell stock. His promotions were always costly. He dealt largely with foreigners and colored people. He went to the ignorant. His official personnel and many of his followers had foreign names. During the time he was president of the Royal Life he had a constant struggle to maintain his supremacy. The insurance department clamped down the lid and the company was forced into the hands of a receiver. Mr. Clover prior to that time had hypnotized Gen. George M. Moulton, president of the old Western Life Indemnity. Mr. Clover became the agency head, but in time went out after proxies and almost got control.

Walked on the Shady Side

His insurance operations were always on the shady side of the street and he brought considerable criticism upon himself. The Public Life wrenched itself from his control, but he fought back like a tiger. He was able to keep in line some of his camp followers. In the days when he was at his height, he would have banquets at which would be present all nationalities, colors and creeds. Here Mr. Clover was the big man of the flock. He would issue invitations to presidents of other life insurance companies, aiming to get some one or two present, in order to call on them for remarks. He would thus justify his existence. He was always full of bombast, was adept at "four flushing" and lived always in the land of make-believe.

One of the interesting incidents of Mr. Clover's life was the year he attended the meeting of the Association of Life Insurance Presidents in New York. During a lull in the proceedings Mr. Clover sprang to the platform and made some remarks in his usual florid and unique style. This was greatly humiliating to the other Chicago life insurance officials present. However, Mr. Clover got back to Chicago, got out a special bulletin, telling how he addressed the Association of Life Insurance Presidents. This was what he wanted. The dignitaries were so shocked by this western specimen that they were in a state of coma. Mr. Clover wildly gesticulated and with language fertile and imregnated with Halsted street or West Madison street, Chicago, he informed his aristocratic hearers that he was the man of destiny.

There was always the charlatan about Mr. Clover. He had a lot of native

sagacity but could not help in his operations injecting questionable practices and much chicanery. Perhaps no one has swept across the life insurance horizon in Chicago whose character and personality were more picturesque, varied and vivid. He was full of braggadocio and had wheels going in his head all the time. The schemes he devised were many, unique and colorful. His speech was always garish and lurid. Let the wheels start in his brain and his tongue tell about his lucubrations—then you had a verbal explosion of force and redolence.

Started as Industrial Man

Mr. Clover started in the business as an industrial insurance man and he always kept in that atmosphere. In his early career he worked among foreigners and other people able to pay only small weekly amounts for insurance. When he got to his stock selling campaigns, he would give a big dinner at some downtown hotel and beguile some prominent man to speak. His custom was to invite colored people or those of some one nationality. He would then give a high sounding talk and sell stock. Sometimes he would charge \$10 for \$1 for each share. Mr. Clover wore much jewelry and by his massive frame, long hair and striking appearance would leave a real impression on his hearers. His favorite jewelry was a big watch chain, immense diamond shirt stud, diamond scarf pin, diamond sleeve bands, etc.

Clover Before the Presidents

Thomas R. Weddell of the "Insurance Post" in commenting on Mr. Clover's talk before the Association of Life Insurance Presidents, elaborates still further his appearance on that occasion. Mr. Weddell said:

"When Mr. Clover was president of the Royal Life he attended an early meeting of the Association of Life Insurance Presidents in New York City. He arrayed himself for the occasion in a fawn-colored Prince Albert suit, with a high hat of the same color. At the close of the first session, having listened with growing disgust to the learned disquisitions of the pundits of the business, Clover expressed his opinion of the meeting. He arose and drawing a big roll of bills from his pocket, shook it in the face of the astounded presidents, told them they didn't know anything about selling life insurance, and offered to bet the roll that he could go out and sell more business than any ten of them. He attended no further sessions."

CINCINNATI MEN WERE WELL REPRESENTED

Insurance men of Cincinnati were well represented in Troop C of the 107th calvary of the Ohio National Guard which just completed two weeks of training service at Camp Perry, Ohio, last Saturday. The insurance men in the troop include B. G. Dawes, vice-president of the Eureka Security Fire, a lieutenant; Roy Green, captain, a member of the Shuff Agency; Charles F. Ragsdale, first lieutenant, associated with the Dickinson & Shepherd agency; Paul W. Hommeyer, sergeant, of the research department of the Union Central Life; H. A. Krigbaum in the casualty department of the Eureka-Security Agency; Louis H. Martin of The National Underwriter Company; Harry L. Miller, corporal, and Lawrence W. Grimbleby, sergeant, of the Union Central; Charles H. Cuthbertson, agent for the Equitable Life of Iowa. Paul W. Hommeyer is the son of Charles Hommeyer, superintendent of agents of the Union Central Life. Troop C won first honors for its work during the past year and at camp.

LEADERS CLUB WILL GATHER IN THE EAST

CONVENTION DATE IS SET

Leading Producers of Security Life to
Meet in Atlantic City
September 8-10

The Leaders Club of the Security Life, Chicago, will hold its convention in Atlantic City, Sept. 8-10. About 50 field men will be present, and the following will represent the home office: O. W. Johnson, president; S. W. Goss, vice-president; J. C. Seitz, secretary; L. S. Broadbuss, superintendent of agencies, and A. B. Carney, educational director. The program is as follows:

September 8, after-luncheon session. W. J. Holpa, retiring club president, presiding, greeting: S. W. Goss, vice-president. Announcement of club officers, members of club and presentation of club emblems to new members. O. W. Johnson, president. Afternoon, entertainment.

Evening—Dinner. After-dinner session. L. S. Broadbuss, inspector of agencies, presiding. "Mental Attitude," A. B. Carney, educational director; "Organizing a Country Agency," James W. Lane; "Prospecting and Program Selling," H. E. Durbin. Entertainment.

September 9, morning session, club president elect presiding, agency-building programs: "Selection of Agents and Selling the Job," S. W. Goss; "Training of Agents," A. B. Carney; "Systematizing Work of Agency," L. S. Broadbuss; awarding of prizes for best renewal records. O. W. Johnson, president.

Afternoon, entertainment.

Evening, banquet. Toastmaster, O. W. Johnson, president. "Twenty-one Years as a Director," George C. Gale, chairman of the board; "My First Year in Life Insurance," W. P. Mayer; "Increasing Personal Production One Hundred Percent," E. M. Hess; "Trout Fishing in California," S. H. Silver; brief talks by several new club members.

The third day will be given over principally to recreation.

BIG BEQUESTS FOR COLLEGES

Bulk of Estate of Late Vice-President
Baldwin of Mutual Benefit Goes
to Universities

NEWARK, N. J., Aug. 18.—Princeton University and Vassar College are the largest beneficiaries under the will filed here for probate last week by the executors of the estate of Samuel M. Baldwin, vice-president of the Mutual Benefit, who died at his home in East Orange last month at the age of 76 and unmarried. The will provides that the two educational institutions shall divide the residue of the estate after bequests totaling \$319,000 have been made. Among other institutions which will receive bequests of \$10,000 in accordance with Mr. Baldwin's will, are the Orange Free Library; Orange Orphan Home; Orange Y. M. C. A.; Bureau of Associated Charities of Orange; New Jersey Orthopedic Hospital and Dispensary of Orange; Job Haines Home for Aged People at Bloomfield; Newark Y. M. C. A.; Newark Y. W. C. A.; Home for Crippled Children of Newark; and the Essex County Homeopathic Hospital.

Reliance Life Record

There has been some controversy as to what company passed the \$100,000,000 mark in business in force the soonest. At the recent convention of the Midland Mutual, one of the officers stated that as the Midland Mutual passes the \$100,000,000 mark this year it will achieve a great record because no company under 30 years old has that amount in force. The Reliance Life calls attention to the fact that it started business in 1903. In 1918, 15 years later, the company went well over the \$100,000,000 mark without purchasing or

consolidating with any other company. The Reliance Life claims to hold the record so far.

Expansion Necessitates Larger Quarters

The extension program inaugurated by the Merchants Life of Des Moines a few months ago under the direction of

W. E. Bilheimer, general sales manager, has resulted in the addition to its agency force of over 500 salesmen. A school of instruction by states is under way. Mr. Bilheimer being in charge, assisted by H. E. Jackson, assistant sales manager. The expansion of the Merchants' business has been so marked that larger

quarters have been found necessary, and consequently about the middle of November new quarters will be taken in the Valley National Bank building, formerly occupied by the Bankers Life. The Merchants has been admitted to 23 different states but is concentrating its energies in a dozen mid-western states.

ROYAL UNION LIFE INSURANCE COMPANY

DES MOINES, IOWA



Royal Union Life Building
Cor. Seventh and Grand Ave.,
Des Moines, Iowa

LIFE INSURANCE FOR CHILDREN

Approximately one-third of the population of our country is made up of children under fifteen years of age.

One-third of the possible prospects for life insurance in every community are, therefore, children.

Royal Union salesmen can write children from one day old and up.

Our Juvenile Contracts go automatically, without re-examination, into full benefit at age five.

ROYAL UNION LIFE INSURANCE COMPANY

A. C. TUCKER, President

COLORADO

NOW OPEN

ROCKFORD LIFE INSURANCE COMPANY

WRITE TO

Francis L. Brown, Secretary

ROCKFORD, ILLINOIS

EXPANSION OF PROMINENT ORGANIZATION ANNOUNCED

AGENCY TERRITORY ENLARGED

Rich New York and Connecticut Areas
Are Added to Jurisdiction of Frazer
Connecticut Mutual Office

NEW YORK, Aug. 18.—All of Westchester and Rockland counties, New York, and of Fairfield and Litchfield counties, Conn., have been added to the exclusive territory of the P. M. Fraser agency here of the Connecticut Mutual to make it one of the largest in the country from the point of view of wealth and population, according to an announcement made here today by Mr. Fraser. Hitherto this territory has been divided up between several other agencies of the company.

Not all plans for intensive development of the territory have been completed, but Mr. Fraser announces that it will be put in charge of Charles Zimmerman and J. M. Fraser, associate general agents, who will act as field superintendents from headquarters to be established at some central point in the territory. Their first duty will be to open branch offices in New Rochelle and other sizeable cities and towns under their jurisdiction. It is hoped to have the new development well under way by Sept. 15.

Sun Life Convention

The annual convention of the leading producers of the Sun Life of Canada from all parts of the United States and Canada will be held on Sept. 5 at Mackinac Island, Mich., according to an announcement this week by the company. The convention will last a week during which there will be a number of important addresses and an interesting dis-

cussion of the part life insurance plays in community affairs.

Observing Anniversary Month

The 20th anniversary of the Jefferson Standard Life fell on Aug. 7, and the anniversary month is being set aside for a number of contests for business.

The campaign centers in the idea that "each agent will produce at least \$20,000 this 20th anniversary month." "Baseball games" have been arranged throughout the month between agencies which have been evenly matched on records of past business and other considerations. Applications count as hits and each \$1,000 of new business secured is a run.

LIFE UNDERWRITERS WILL HEAR NEGRO "SPIRITUALS"

MEMPHIS, TENN., Aug. 18.—Old-time Negro spirituals and folk-songs will predominate in the musical program for the annual convention of the National Association of Life Underwriters here Oct. 12-14.

The committee in charge of the barbecue program, headed by R. Henry Lake of the Equitable Life of New York, has arranged a contest between two of the outstanding Negro quartets of the south. One of the quartets is composed of Pullman porters running out of Memphis, while the other is made up of four employes of a local freight house. The quartets are widely known respectively as the "Pullman Porters Quartet" and the "Freight House Quartet." Both have entertained radio audiences from station WMC.

The contest program will be made up of the quaint old southern Negro songs, plantation melodies, hymns and folk-songs peculiar to the southern Negro. A cash prize will be awarded the winner.

In addition to the contest, which will be staged in conjunction with the barbecue the afternoon of Oct. 13, the committee has arranged for the choir of the Metropolitan Baptist Church (Negro) to sing during the convention. This choir

is composed of approximately 100 members and is regarded as the best group of Negro voices in the south. This choir will sing at the mass meeting in the city auditorium on the final night of the convention.

Plans for the convention are developing rapidly. Mrs. Bolling Sibley, wife of the general agent of the Penn Mutual, has been placed in charge of arrangements for the entertainment of the ladies, while Mrs. Edward J. McCormack has been named as hostess to the convention. Both ladies have been active for several weeks and fair visitors to the meeting will be royally entertained.

AGENCY CONVENTION HELD

North American Life of Toronto Is
Having Its Leaders Meet Accord-
ing to Divisions

The western division of the Production Club of the North American Life of Toronto opened its annual three-day meeting at Jasper Park on Aug. 17. Having written the largest number of lives during the past year, C. J. Keller of the Vancouver agency was elected president of the club for the ensuing year, while J. C. Nattress of Edmonton was elected vice-president for having written the largest volume of business. Among the home office officials attending the convention were: President, W. B. Taylor; secretary, C. E. Flanagan; D. E. Kilgour, actuary; E. J. Harvey, supervisor of agencies; H. W. Manning, assistant supervisor of agencies; J. A. McCamus, supervisor of field service, and T. M. Sargent, agency auditor. These executives will also attend the convention of the eastern division of the Production Club which will meet at St. Andrews-by-the-Sea from Sept. 5-7 at which time G. L. Fischer of Forest, Ontario, will be reelected as president of the club and F. X. Leblanc of Montreal will become vice-president in recognition of their production records for the year.

ANNUAL GATHERING WILL BE STAGED NEXT MONTH

HOLDS CONVENTION AT BANFF

Salesmanship Institute to Be Feature of
Meeting of National Life of Ver-
mont Production Clubs

The National Life of Vermont will hold the annual meeting of its production clubs at Banff in the Canadian Rockies, Sept. 6-8. The big feature of the meeting will be the salesmanship institute conducted on both the first and second days by Dr. Paul W. Ivey, formerly professor of marketing at the University of Nebraska and now lecturer on sales methods at Harvard University, who has been conducting his salesmanship institutes in cities all over the United States.

The program for the opening session includes the keynote address, "Applying Business Principles," by President Fred A. Howland and the presentation of club officers by Edward D. Field, second vice-president. The afternoon of each day will be devoted to recreation and sports.

The luncheon speakers the second day will be George D. Alder of Salt Lake City, president of the National Association of Life Underwriters, and Charles C. Gilman of Boston. The features of the dinner that evening will be "A Standardized Sales Presentation" by Earl H. Weltz and presentation of prizes by L. P. Brigham, superintendent of agencies.

Griswold Wilson of Cleveland is president of the Leaders Club; Edgar J. Tyler of Cleveland is vice-president and Charles C. Gilman of Boston, secretary. William W. Clayton of Birmingham, Ala., heads the \$100,000 Club; T. Pryor Campbell, Jr., of Richmond, is vice-president and Charles L. Hall of Seattle is secretary.

MEN OF VISION—

CHOOSE OUR COMPANY, BECAUSE—

It is old enough to justify confidence.

It has had enough successful business experience to guarantee future success.

It has the necessary equipment for the salesman.

It issues a complete line of up to date policy contracts, both participating and non-participating, with Double Indemnity and Disability Benefits.

It has an educational program for the agent that will materially aid in promoting success.

It will give you Home Office cooperation that is worth while.

The agency management is under men who have had actual experience in the field.

*If you feel that you are qualified and there
is a reason for you to be interested, write*

A. B. OLSON, Manager of Agencies

BANKERS LIFE INSURANCE COMPANY OF NEBRASKA

LINCOLN

NEBRASKA

PROGRAM OF SPEECHES HAS BEEN ARRANGED

PLANS FOR ANNUAL MEETING

**Old Line Life of Milwaukee Will Hold
Annual Convention With Outing
at Lake Geneva**

MILWAUKEE, Aug. 17.—Next Tuesday noon agents for the Old Line Life will open their annual agency rally in Milwaukee with a luncheon. Darby A. Day, general agent for the Union Central Life, Chicago, will headline the program of speakers for the convention, being the main speaker at the luncheon conference. Mr. Day's subject will be on "Our Work and How to Do It." The rest of the afternoon is to be taken up with talks on the life insurance business by agents of the company. N. Gust Hartberg will talk on "Reducing Sales Resistance." The discussion on this will be led by W. E. Wulk. R. L. Kingston has "Insuring the Whole Family" for his subject with the discussion to be led by P. W. Weber. E. P. Davis will address the agents on "Making a Start." Other speakers are: F. W. Gamm, "Method of Increasing Your Volume"; E. H. Miles, "My Favorite Policy, How I Sell It and Why"; with a discussion by John A. Phillippi and John P. Wolf; J. L. Fox, "Business Insurance," and the leader of the discussion is G. J. Hanson; M. N. Green, "Accident and Health Insurance as a Help to the Life Man," and the discussion by W. A. Kempf. In the evening an informal banquet is to be held, followed by a theater party.

Wednesday morning the party will start on the two-day outing at Lake Geneva. The Star Leaders Club will hold its annual meeting the next morning. A tour through the Yerkes' observatory at Williams Bay will be made in the morning. The party will return to Milwaukee late Thursday afternoon.

SHAPING UP PLANS FOR COMMISSIONERS RALLY

The general committee at Cincinnati consisting of company officials appointed to look after the local arrangements for the Insurance Commissioners Convention to be held in that city, Sept. 27-29, will hold a meeting next Monday at which Insurance Commissioner W. C. Safford of Ohio will be present. Charles F. Williams, vice-president of the Western & Southern Life, is chairman of the Cincinnati local committee. A ladies committee will be appointed so that the women attending the convention can be properly looked after. Arrangements have been made for Governor Vic Donahey of Ohio to open the convention Sept. 27. A smoker will be tendered to him the evening before by the insurance commissioners and general arrangements committee.

Kelley With Des Moines Life & Annuity

W. C. Kelley, formerly advertising manager of the Central Life of Des Moines, has been appointed supervising director of the agency force of the Des Moines Life & Annuity. Following the removal of the Merchants Life, the Central Life is to take the rooms made vacant in the Register-Tribune building, retaining also a number of rooms on the floor below where its present offices are situated.

Bristow Made Secretary

Frank M. Bristow has been elected secretary and treasurer of the Oklahoma Life of Oklahoma City. This office heretofore has been held by G. W. Whitten. The Oklahoma Life was licensed in March with \$100,000 capital and \$28,000 surplus. This company was organized to take over a stipulated premium company of the same name.

COMMISSIONER WILL ADMINISTER MONIES

APPROVE STATE SUPERVISION

**Cincinnati Chamber of Commerce
Recommends Improvement in Hand-
ling of Pension Funds**

CINCINNATI, O., Aug. 17.—The board of directors of the Cincinnati Chamber of Commerce has adopted a resolution recommending that the industrial pension systems of Ohio corporations be placed under the supervision of the state superintendent of insurance. This action was recommended to the chamber of commerce by a special committee which consisted of A. F. Sommer, manager of the Metropolitan Life, chairman; E. E. Hardcastle, actuary of the Union Central Life; J. N. Lewis and Howard M. Wilson. This special committee pointed out that the cause of sound pensions would be vastly promoted if every so-called pension fund were so in fact as well as in name, and thus it would be beneficial to all parties interested to place these systems under the supervision of the insurance department. This action has now been approved by the Chamber of Commerce.

The report of the special committee to the Chamber of Commerce also touched upon the matter of state pension systems. It said that, unfortunate as a state system would be, it must be inevitable, if the large industrial units do not provide for the old age of their employes themselves. It is pointed out that this failure of the individual to care for the situation was what brought into being the workmen's compensation act.

The committee reported that under the present pension system only about 6 percent of the needy who have passed the age of 65 are being provided for by private pensions, and that, if industry has failed to provide for them, it becomes vitally necessary that industry attack this problem with a good deal more earnestness than has been done in the past. The only alternative is the establishment of a state pension system. In referring to statistics for the country as a whole, the report states that the total number of industrial pensioners does not exceed 100,000, and there are probably 1,800,000 dependents over 65 in the country. The average industrial pension is \$485 a year, and about 16 percent of employes engaged in manufacturing, mechanical industries, transportation and clerical occupations have the expectation of being retired on pension.

William H. Carter

William H. Carter of Los Angeles, general agent in southern California for the Central Life of Des Moines for the last four and one-half years has resigned to become part owner and business manager of the Country Club Magazine of Los Angeles. He was formerly with the Bankers Life of Iowa in the south before going to California six years ago.

LIFE TOTAL DROPS IN JULY

**Decline of 4 Percent as Against July
Last Year, Association of Life
Presidents Reports**

NEW YORK, Aug. 17.—New paid-for life insurance production in all classes for July declined 4 percent below the figure for the corresponding month last year, new ordinary business amounting to \$639,000,000, representing a decrease of 3 percent, new industrial business of \$201,000,000 representing an increase of 3.4 percent, and new group of \$34,000,000, representing a decline of 20.6 percent, according to the Association of Life Insurance Presidents. The figures are based on the records of 45

member companies having 81 percent of the total life insurance in force in the legal reserve companies of the country.

For the first seven months of this year the new business of all classes written by these companies totaled \$6,713,000,000, an increase of 1.7 percent over the corresponding period last year. During the period new ordinary business increased 2.3 percent, new industrial 3.1 percent, and group decreased 7.6 percent.

To Arrange for Convention

W. R. Spinney, superintendent of agencies of the Union Mutual Life, was

in Chicago last week en route to the home office from the Pacific coast. Mr. Spinney, since Jan. 1, has been on the Pacific coast visiting the general agencies at Los Angeles, San Francisco, Seattle and Portland. He changed the general agents at San Francisco and Seattle. He has completed his work out there and is now headed for the home office to make arrangements for the agency convention to be held at Portland, Me., early in September. Later in the year he will return to Chicago to appoint a general agent there, as George R. Bacon resigned to go with the Houze agency of the John Hancock Mutual.

NYLIC INCENTIVES and AIDS TO SUCCESS

They Talk the Same ... Language ...

Nothing contributes more to the development of efficiency in any organization which appeals to the public, than a clear understanding between representatives in the field and Home Office Executives.

In a life insurance company, the Home Office must know the agent's problems, if they are to be dealt with fairly and effectively.

Nylic Agents have no difficulty in making their field problems understood at the Home Office.

And this is not strange; for the majority of the Executive Officers, including the President, have had practical experience in field and Branch Office work.

So they "talk the same language"—field men and executives alike. And you don't hear Nylic Agents saying, "Our officers can't get the agent's point of view because they have never had field experience."

Common experience begets mutual understanding which in turn begets confidence; and confidence begets strength.

There is probably no life insurance company between whose Field and Home Office there exists a more frank and cordial relationship, due largely, no doubt, to this sympathetic bond of common experience.

Is it any wonder that, measured by usual standards, Nylic agents are industrious, persistent, satisfied and happy?



New Home Office Building now being located on the site of the former old Madison Square Garden

NEW YORK LIFE INSURANCE COMPANY

DARWIN P. KINGSLEY, President

346 BROADWAY, NEW YORK

What Every Insurance Man Knows!

The purpose of all insurance is to protect surplus earnings.

Life and Accident insurance protects future surplus earnings.

Property insurance—fire, liability, etc., protects past surplus earnings—accumulated wealth.

The well-informed agent can give service on all lines.

The well-managed organization can underwrite all lines.

The Continental agent and the Continental organization are multiple-line in principle and practice.

Continental Casualty Co. The Continental Assurance Co.

H. G. B. ALEXANDER, President

CHICAGO, ILLINOIS

**BROAD UNDERWRITING
SUB-STANDARD BUSINESS
COMPLETE PROTECTION
LIBERAL COMMISSIONS
HOME OFFICE CO-OPERATION**

Write

1868

1927

**NATIONAL LIFE INSURANCE COMPANY
OF THE UNITED STATES OF AMERICA**

A. M. JOHNSON, Chairman of the Board CHICAGO ROBERT D. LAY, President

LIFE MEN FIND GREAT INTEREST IN AVIATION

(CONTINUED FROM PAGE 3)

the policy if death results from flying within five years of the date of issue. Other Canadian companies issuing policies on flyers under varying conditions and terms are the Dominion Life of Waterloo and the Monarch Life of Winnipeg.

U. S. Companies More Careful

In the aviation field the life companies in the United States have proceeded more slowly and with more misgivings, although directly after the war they showed much interest and a good measure of confidence in underwriting flyers. But their lack of experience and actuarial statistics in regard to aviation soon led to doubts and considerable chaos in the field. Only now, after the accumulation of more experience and data, are the companies beginning to see their way clearly. It is significant that premiums reported to the state insurance department here on all kinds of aviation covers, including life insurance, were six times as great in 1926 as in 1924, according to an investigation recently made by the "Aero Digest."

Demand Extra Premium

With the exception of the Oklahoma Life as noted above, a recent survey here disclosed that no American company will issue a policy on the life of aviators without an extra premium, which in general runs all the way from \$25 to \$50 per \$1,000, the smaller figure being the more usual. The survey was made by Clinton Davidson of the Estate Planning Corporation here, insurance counsel for several airplane manufacturers, in behalf of L. L. Irvin, inventor and manufacturer of standard parachutes, who has flown constantly since 1913 without any accidental injury. Mr. Irvin wanted a life policy without extra premium and was willing to waive payment in event of death from flying.

Restricted to Two Years

Several companies, which do not accept risks on the lives of insured while flying, signified their willingness to issue a policy with a rider to that effect, but such policies are necessarily good for only two years in this state, which has a law to the effect that no restrictive clauses in a policy are valid beyond a two years' period. This is a protection for ordinary policyholders, but it militates heavily against flyers who are willing to be more or less unprotected while in the air but desire to be protected against death or disability occurring while engaged in the ordinary walks of life.

Policy Limits Vary

The extra premium for fliers is charged to cover the additional hazard and protect the other policyholders of the companies. The usual extra charge of \$25 per \$1,000 is likely to be increased soon. The John Hancock Mutual recently announced through President Walton L. Crocker that the company's experience in insuring aviators showed that additional premiums must be charged and other conditions of the contract modified. While the companies are in the business of insuring the public and are endeavoring to cover the aviation hazard, he said, the company's policyholders cannot be expected to stand a loss on that account. The terms of the John Hancock were an additional \$25 per \$1,000 with a policy limit of \$10,000, the same premium extra and policy limit offered by the Prudential. The New York Life and Travelers set a policy limit of \$2,500 and \$5,000, respectively, both rating up the premium in accordance with the circumstances of each case. Other companies accepting aviation risks under certain conditions are the Lincoln National, Western States Life, Western Union Life, Peoria Life, Springfield Life (allowing a maximum of \$50,000) and the United States Life.

A great step forward in the promo-

tion of aviation insurance of all kinds has been taken by the recently created bureau of aeronautics in the Department of Commerce at Washington, which has just published its first official statistics on accidents in commercial flying both here and abroad. The figures relate entirely to commercial aviation and do not include accidents or fatalities in the military service. The bureau believes that when all its statistics have been completed and analyzed, they will form the basis for computing air insurance rates in this country. A conference on the subject is contemplated in the next few months when sufficient data have been obtained to compare flying hazards with those of automobiling, railroading and other means of travel.

Ratio of Accidents Given

Using figures of the Aeronautical Chamber of Commerce here which estimated that in 1926 there were 75 commercial aviation fatalities, the bureau found that accidents occurred at the rate of one per 248,955 miles flown, commercial planes having flown 18,746,640 miles last year. In 1925 there were 83 fatal accidents and seven in 1924, with no estimate of total mileage covered. From 1918 to 1922 the transcontinental air mail flew 138,800 miles for every crew fatality, while from 1923 to 1925 the mileage per fatality increased to 789,110 miles. Last year the transcontinental route was covered with only one fatality in 2,292,273 miles flown. Also, there were only two fatalities in 2,086,395 miles flown by contract air mail pilots last year.

Comparison With Foreign Figures

These figures compare very favorably with the more complete figures of foreign countries for the past 10 years. Air companies in Australia have flown over 1,000,000 miles with only one fatality. In France the number of miles per crew fatality has increased from 233,000 for the period 1920-22 to 726,500 for the period 1923-24. In Germany 50 air lines flew with a safety percentage of 99.7 in 1925. Last year Lufthansa, an amalgamation of these lines, flew 3,814,000 miles with 56,268 passengers with only one fatal accident. In seven years the Imperial Airways, Ltd., and its predecessors in Great Britain flew more than 5,000,000 miles with 75,000 passengers, only four of whom met death by accident. In 1925 the Imperial line flew 862,000 miles with no fatalities and last year flew 791,000 miles with 16,000 passengers with a similar spotless record. In fact, the percentage of safety on British air lines has increased so much that insurance rates on air traffic are lower than for surface transportation.

Aviation Aids to Reduce Accidents

As these records of foreign countries were accomplished in the absence of lighted airways, intermediate fields, beacon lights, licensed pilots and rigid regulations such as the bureau of aeronautics is authorized by law to establish in this country, it believes that flying fatalities will be well "on their way to zero" when the numerous aviation aids now being installed are put into operation. Many cities are also establishing their own well-equipped airports. Behind other cities in this regard, New York is now seriously considering the proposal to establish an official airport on Governors Island, now a military post, lying in the bay just off the Battery. In this connection the New York "Times" printed a most interesting letter signed "Underwriter," who voices several legitimate objections to the proposal:

Objections to New York Plan

"Nearly 20 years of practical experience leads me to believe that it would be a great mistake to use so small an island. Many forced landings take place a few minutes or less after taking off, and while most of them result in no accidents when the aircraft remain over landing fields, I fear that repeated ascents from Governors Island of land aircraft, unfitted to alight on the water, would result in disaster," he writes, pointing out that the cost of insurance

in the case of aviation is an essential factor and one of the major overhead charges, adding that premiums are high but not higher than justified by experience.

"It seems to me it would be a great mistake to establish such an important base as the New York airport on so small an area as Governors Island, if it would have the effect of limiting insurance or increasing premiums. I have heard it suggested that in the event of rates being advanced for such a reason the aircraft operators could carry the risks themselves, but that would only end disastrously for a certain number of operators, since no one operator or even a group could possibly average losses over such a wide field as do the insurers, and it would take only one catastrophe to result in bankruptcy.

Insurance Angle Important

"I write feelingly because I have been for many years an underwriter of aviation risks, the largest part of my work consisting of finding, in the face of peculiar difficulties and obstacles inherent in aviation, means of keeping premium rates down to a level at which business can be done and air operators and those financing them can be adequately protected. It has been no easy matter to develop facilities affording such large and comparatively novel insurance, and I suggest that it is of grave importance to avoid, if possible, action likely to impair the insurance facilities so essential to the development, financial and otherwise, of commercial aviation."

MAKING INVESTIGATION OF PENSION SYSTEMS

(CONTINUED FROM PAGE 3)

of a population of 400,000 or over. There are 18 cities of that size, according to the 1927 figures of the census bureau. There are six states in the country with retirement plans covering all state employees not included in some other pension plan. Twenty-one states and the District of Columbia have plans which include all public school teachers. The survey would thus include plans maintained by 46 agencies, covering employees ranging from labor to high executive, administrative and professional officials and thus would be a sufficiently wide inquiry to cover most significant variations of the plans now in use.

Wide Interest in This

The results of the labor bureau investigation will be of interest to underwriters, particularly the actuaries, as the development of the pension systems in this country has been a matter of wide interest within the company ranks and has grown with tremendous momentum in recent years. The interest in the question of provision for old age, especially in regard to employees whose earnings scarcely permit them to make it for themselves, has increased greatly within the last decade. Several states have passed old age pension laws and others are considering their passage. Pension systems are being installed in many industrial plants and are being made the subject of debate in many altercations between organized labor and employers.

Holds Annual Meeting

The annual meeting of the agents and officials of the National Savings Life of Wichita, Kan., has just ended at the company's home offices. The convention continued for five days and was ended with a dinner at which G. W. Donaghey, former governor of Arkansas and a vice-president of the company, and R. L. Daniel, commissioner of Texas, were the chief speakers. W. C. Coleman, president of the company, announced the list of prize winners among the agents and distributed the prize awards of the company to these agents. A. J. Sejel of Kansas City, Mo., was awarded the first prize, a new Chrysler motor car, for the largest gain in business.

Our Agents Have

A Wider Field—
An Increased Opportunity
Because We Have

General Age Limits 0 to 60.
Non-Medical Age Limits 0 to 45.

Policies for substantial amounts (up to \$5,000) for Children on variety of Life and Endowment plans, thus enabling parents to buy all of the Family's insurance on the Ordinary, i. e., Annual, Semi-annual or Quarterly Premium plan.

Participating and Non-Participating Policies, Medical and Non-Medical.

Same Rates for Males and Females, Medical and Non-Medical.

Double Indemnity and Total and Permanent Disability features for Males and Females alike, Medical and Non-Medical.

Standard and Substandard Risk Contracts.

Our Class C Senior Agents may write Non-Medical Applications for as much as \$3,000.

We have openings in Ala., Ariz., Ark., Dela., D. C., Fla., Ga., Ill., Ia., Kans., Md., Mich., Minn., Miss., N. M., N. C., Okla., S. D., W. Va.

THE OLD COLONY LIFE INSURANCE COMPANY of CHICAGO, ILL.

B. R. NUESKE, President

The Company has its Home Office in its own building at 166 W. Jackson Blvd., running through to Quincy and Wells Streets, right in the heart of Chicago's Financial district.

WHAT'S AHEAD?

That question is in the mind of every ambitious man. It's in your mind. If the answer does not satisfy, it will pay you to learn the advantages of a life underwriting contract with Fidelity.

Fidelity originated the disability provision, the double benefit feature, and the "Income for Life" plan. It operates in forty states on a full level net premium basis with more than \$70,000,000 in assets and over \$343,000,000 insurance in force.

More than 30,000 direct leads a year from Head Office lead service

THE FIDELITY MUTUAL LIFE
INSURANCE COMPANY

PHILADELPHIA

Walter LeMar Talbot, President

DIRECTORY OF LIFE INSURANCE

ILLINOIS

ROBERT F. PALMER
General Agent for Illinois
BERKSHIRE LIFE INS. CO.
of Pittsfield, Mass.
105 So. La Salle
CHICAGO, ILLINOIS

Western Reserve
Life Insurance Company
MUNCIE, INDIANA

Old Line Legal Reserve Company
Operates in Indiana and Ohio

Wanted: A few General Agents
in each State.

Service to Policyholders Unsurpassed

THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Friday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. **EDWARD J. WOHLGEMUTH**, President; **JOHN F. WOHLGEMUTH**, Secretary; **HOWARD J. BURRIDGE**, Vice-President and General Manager; **H. E. WRIGHT** and **NORA VINCENT PAUL**, Vice-Presidents; **WILLIAM A. SCANLON**, Southwestern Manager; **GEORGE C. ROEDING** and **O. E. SCHWARTZ**, Associate Managers; **B. F. STEVENS**, Manager, Advertising Service Department.

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Suggestion for Investment Section

THE suggestion that has been made that the AMERICAN LIFE CONVENTION establish a section devoted to the discussion of investment problems and conditions is meeting with great favor among member companies. The smaller and medium sized companies of the west and south which make up the membership of the AMERICAN LIFE CONVENTION to a large extent have not had serious investment problems until the great farm debacle. Farm mortgages were the prime favorites among most companies of this group for loans. Companies boasted of the fact that the major part of their assets were invested in farm loans. Then came the after war deflation which caused an entire change in the situation. Many companies found that they were unable to collect the interest from their borrowers. It resulted in many farms being taken over by companies, most of these still being held. They are being nursed along until they can be sold without sac-

rifice by the insurance companies.

Now companies are turning to other forms of investment. Diversification of loans is found to be the wisest procedure. Companies therefore are loaning in the cities and towns, are investing in public utility bonds and other securities approved by the state.

The result is that company officials are now confronted with many vexing problems regarding investments. They feel that much value can be obtained by exchange of views and general discussion. While the AMERICAN LIFE CONVENTION has departments devoted to various phases of the business there is no particular time set apart for talking over investment subjects. If the AMERICAN LIFE CONVENTION therefore establishes a separate form for talking over issues relating to investments it will again demonstrate its usefulness to its members and will be paving the way for a service that will be highly appreciated.

Need for More Natural Methods

THINKING life insurance officials are beginning to realize that if the reputation and service of life insurance are to be maintained, there must be more business like methods followed in the production department. Today in our opinion there are too many stratagems employed, too much high pressure used, too many schemes fomented, too many whips being cracked, until many men in the field driven to distraction are resorting to all sorts of devices to get business. They are forgetting the real function of life insurance. They are not trying to fit the policy to the man, but endeavoring in every way through strong methods to overcome his resistance, and sell him at all costs.

It seems to us that this attitude of the business production department is a menace to insurance. Never was an activity held in higher esteem than life insurance. It does not need artificial stimulation. It does not require strange gods to be put in its temples to be worshiped. It is a great scheme of beneficence that can be applied to any demand of business and personal protection.

In our opinion the selling of life insurance requires the agent and the prospect quietly sitting down and talking over a mutual problem. The prospect has a certain program that he desires to be followed. There are definite needs

in his life. He has ambitions. He has responsibilities. How can he best carry out these obligations that he has assumed and these visions that he has in mind? It should be then the function of the agent to study the case of this man and diagnose it. Life insurance will meet his specific needs if the agent has sufficient understanding and sagacity to apply them.

When a prospect feels that life insurance is assisting him in a very material and vital way he will maintain it. If on the other hand he has purchased \$10,000 of life insurance without regard to its specific application to him he looks upon it as an expense and a burden. He may have bought it at a discount so far as the first premium is concerned. When the second premium comes around he is glad to get rid of what seems to him to be an additional expense. His life insurance does not hitch up with anything specific in his plans.

There is no value whatever in producing business that sloughs rapidly off the books. It is a dead weight and expense that cannot be recouped. Those companies that believe in life insurance for protection purposes and are hiring men who are capable of making each policy fit a definite need are carrying out the real purpose of the institution of life insurance.

PERSONAL GLIMPSES OF LIFE UNDERWRITERS

J. D. Torrey, Jr., a son of **J. D. Torrey**, of Nashville, Tenn., general agent of the Mutual Life, suffered a broken leg last week when the car in which he and his father, with other members of the family were returning from Mexico City, collided with another automobile in Arkansas. Mr. Torrey and his family were visiting Mrs. Torrey's father, Dr. Andres Osuna, formerly governor of Tamaulipas.

President **Robert D. Lay** of the National Life, U. S. A. of Chicago, has returned to his desk after a refreshing vacation spent in Colorado.

A. C. Nelson, attorney for the Twentieth Century Life of Chicago, will accompany the agency club members of the Mutual Trust Life of that city on their tour to Yellowstone Park, starting Saturday afternoon of this week. Mr. Nelson's father, M. A. Nelson, was formerly president of the Mutual Trust Life and still is active in its organization. A. C. Nelson, aside from his legal and other duties in connection with the Twentieth Century Life, is looking after the life insurance department of that company.

Judge **John Randolph Hearn**, general agent of the Oklahoma department of the Reliance Life of Pittsburgh, died at his home in Madill, Okla., in his 73rd year. Death came after a lingering illness that had virtually incapacitated him for several years. Judge Hearn represented the Reliance Life for 17 years.

Edmund A. Saunders, president of the Atlantic Life, is leaving the latter part of this week with his family for a motor trip through New England and Canada, planning his return to be present at the agency convention of the company at Spring Lake, N. J., Sept. 6-9.

The Indianapolis Life gave a farewell banquet for **Elder A. Porter**, actuary of the company, who resigned to take up similar work with the Clarence Hodson company of New York City, which now controls several life companies. The banquet was attended by a number of Indianapolis actuaries and officers of the local life companies. Frank P. Manly, president of the Indianapolis Life acted as toastmaster. A number of talks were made in which Mr. Porter was praised for his ability and wide experience in the insurance field, and for the leading part he has always taken in the work of the Indianapolis Actuarial Club.

Mr. Porter joined the Indianapolis Life about seven years ago. In 1923, he became actuary of the Indiana insurance department, where he served for two years, later rejoining the Indianapolis Life staff as actuary.

R. H. Pickford, general agent at Cedar Rapids, Ia., for the Northwestern Mutual Life, is in the hospital in that city suffering from a vertebrae that was fractured when he jumped from the second story window in his home in a nightmare. His wife discovered him lying on the ground after she had heard a thud under his window followed by loud moans. The attending physicians say he will recover. Mr. Pickford started with the company at Madison, and came to the home general agency of Clifford L. McMillen at Milwaukee in 1919. Later he took over the general agency at Cedar Rapids.

Dr. Alexander Crombie Humphreys, president of Stevens Institute of Technology, Hoboken, N. J., and a director of the Equitable Life of New York as well as a member of its executive, finance and building committees, died this week of a general breakdown at his home in Morristown, N. J., in his 77th year, having been born in 1851 at Edinburgh,

Scotland. Not only a noted educator and water-gas engineer, Dr. Humphreys also gained wide distinction as the author of numerous papers on engineering and scientific subjects and, in addition, found time to become a leader in the movement for the recognition of American painters, owning a famous collection of American works. Dr. Humphreys was one of the principal speakers before the annual conventions of the Life Presidents Association in 1911 and 1920, in the former year delivering a memorial address in honor of President Paul Morton of the Equitable Life and in the latter year an address on "Mental Thrift."

William F. Smith, chief of the service section of the accounting department of the Equitable Life of New York, an employee of the company for 29 years, was found dead Monday morning along the tracks of the Lackawanna Railroad between Montclair and Glen Ridge, N. J. Police believe that in passing from one car to another on the commuters' train he was hurled beneath the wheels when the swing of the cars on a sharp curve threw him from the platform.

F. W. Read, Belleville, Ont., representative of the Manufacturers Life of Toronto, has attained the distinction of writing the "world's loneliest man," J. A. Thom, a representative of the Hudson Bay Company. Mr. Thom is visiting relatives in Ontario, after having been in the wilderness of upper Canada for more than seven years. When in the wilds he deals principally with the Eskimos, frequently not seeing another white man for more than a year.

Myron H. O. Williams, senior assistant superintendent of agencies of the Northwestern Mutual Life who will take over the general agency at Seattle, Sept. 1, was tendered a farewell dinner by the junior officers of the company Monday night. Herbert N. Lafin, assistant counsel, was toastmaster and called upon Urban H. Poindexter and John J. Hughes, assistant superintendents of agencies; Harry R. Ricker, assistant secretary, and Henry F. Tyrrell, legislative counsel, for addresses.

Elon B. Gilchrist, who was recently appointed one of the Chicago general agents of the Columbian National Life, expects in due season to organize an agency force. Mr. Gilchrist was formerly assistant manager of the Travelers in Chicago. He went to that city from Providence, R. I., where he was the Travelers manager. His life insurance experience until he went with the Columbian National has been with the Travelers. Mr. Gilchrist has established his office in the Federal Reserve Bank building.

Marshall C. Harris, president of the Western States Life, returned to his duties Aug. 10 after a pleasure trip around the world, which was interrupted at Naples by the serious illness of Mrs. Harris. They had to abandon their plans for touring Europe and spent several months in that city while Mrs. Harris was recuperating.

F. A. Purdy, a member of the Columbus, O., agency of the Sun Life of Canada, which is under the management of H. M. Moore, has made a remarkable record in his few months in the business. Mr. Purdy has been with the Sun Life only nine months, but he has paid for \$800,000 ordinary business.

John Dunlop, agent for the Sun Life of Canada at Scio, Ohio, has made a very remarkable showing in his home town, having written 162 applications for a total of \$164,000 in the first six months of this year, his first six months in the business and in a limited field, Scio being a town of 1,000 population. Mr. Dunlop has long been a resident of Scio, but previously was in the manu-

facturing business. A few years ago he opened a real estate and general insurance office, in addition to his other activities, and at the close of last year made a life insurance connection with the Sun Life. In his first month he wrote 13 applications for \$17,000 and the six months total this year was \$164,000. He is now planning to extend his territory and go out in the adjacent country, anticipating more and larger business.

Alfred E. Forrest, vice-president of the North American Accident of Chicago, whose recent mystery novel, entitled "Silent Guests" has received so much favorable comment, is now at work on his second story involving the flooded rivers of the south. Mr. Forrest has made a study of conditions along these rivers, is much interested in methods to control floods and hence will use in a subtle way some of his ideas in his second book. The publishers are now arranging to run off a second edition of "Silent Guests."

LIFE AGENCY CHANGES

RAY E. HABERMANN PROMOTED

Former Phoenix Mutual Life Agency Assistant Is Made Company's Manager at Kansas City, Mo.

Ray E. Habermann has been appointed manager for the Phoenix Mutual Life in the Kansas and western Missouri territory, headquarters in Kansas City, Mo., succeeding Alvin E. Myers, who has resigned. Mr. Myers may continue with the company in another capacity. Mr. Habermann began in the insurance business with the Equitable Life. For some time after leaving the Equitable he was an athletic coach at Illinois college, and then went with the Phoenix Mutual in the Minnesota field. For a year he was at Winona, and last spring was sent to the company's home office at Hartford as agency assistant. He took charge in his new position last week.

Mutual Trust Appointments

The Mutual Trust Life has appointed R. H. Porter, general agent at Kansas City, Mo.; Clarence M. Field, at Kalamazoo, Mich.; Fay G. Tift at Kalamazoo, Mich., and William A. Smith at Lewiston, Maine. They have had several years experience in life insurance work.

J. W. and Ben S. McGiveran

J. W. McGiveran, senior member of the firm of McGiveran & McGiveran, general agents for the Northwestern Mutual Life at Hudson, Wis., has retired from active participation in the agency work, and to the junior member, his son, has been appointed successor. The new general agent is Ben S. McGiveran, a graduate of the Wharton School of Finance, and an experienced field man. J. W. McGiveran has been with the Northwestern Mutual Life for nearly a quarter of a century making his first contract in 1904 and becoming general agent in 1907.

Mrs. Ella S. Watson

Mrs. Ella S. Watson has been appointed district manager for the Northwestern National Life for Hill county, Tex. Mrs. Watson is state treasurer of the United Daughters of the Confederacy and is well known throughout the county.

Three Field Changes Made

Following the resignation of J. T. Burgher from the Illinois Bankers Life organization in Texas, his territory was added to that of M. W. Hulsev of Dallas. Thus, Mr. Hulsev has the entire state under his general agency.

Elmer Dwiggins is now general agent in Los Angeles for the Illinois Bankers

HOW IMPORTANT ARE CHILDREN?

To parents they are the most important thing in the world. Sacrifices are made and hardships endured that children may have a better chance.

The Juvenile Policy gives the Lincoln National Life representatives a most effective approach. The interview is started on an auspicious basis for he enters through the "open door" of the father's mind.

The Lincoln National Life Juvenile Policy is written on the lives of children, ages one day up to 14 years. The Payor insurance feature provides for waiver of further premiums in event of the death or disability of the father.

Lincoln National Life representatives give their results with the Juvenile Policy as another reason why it pays to

LINK UP WITH THE LINCOLN

The Lincoln National Life Insurance Company

"Its Name Indicates Its Character"

Lincoln Life Bldg.

Fort Wayne, Ind.

More Than \$485,000,000 in Force



Help! Help!

THIS is not a cry for help.

It is an offer.

We offer to help any one who measures up to our requirements and who is not connected with any other company—help him to write more business and therefore to make more money.

We can't go out and write the business, but we can—and do—get prospects ready to be written.

We do this by Direct Advertising to prospects whose names are sent to us by agents.

Our system has been praised by authorities—and, what is more important, it has worked with marked success for those agents who have used it according to directions.

It is composed of letters and booklets on the various needs for Insurance, so that an agent may select the material which best suits his prospect.

Any one, not now under contract, who wishes to learn more of this modern way of writing more business, will receive the facts if he will put his name and address on the lines below and send them to us. (Signing on these lines will cost nothing.)

.....
Name

.....
Address

Great Northern Life Insurance Company

110 S. Dearborn St.

Chicago

Life. Until his appointment the territory had been temporarily under the direction of Morse Brink.

Robert Gadbois has been made a district agent for the company for Franklin, Hamilton, Perry, Jefferson and Washington counties in southern Illinois.

Harry Altman, Jr.

Harry Altman, Jr., formerly manager at Oakland for the American National of Galveston, has been transferred to Los Angeles at his own request as city manager of the M. M. Waddle agency of this company, which has charge of southern California and the San Joaquin Valley territory. Mr. Altman is vice-president of the company's Anico Club, having qualified for this honor by being the second largest personal producer in the field during the club year. He is a big writer, his total for ten months while with the Oakland agency approximating \$800,000.

Charles V. Wilson

Charles V. Wilson of Fargo, state agent for the Great American Fire, is resigning to become general agent in North Dakota for the National Life of Vermont with headquarters at Fargo.

Ralph E. Hopkins

Ralph E. Hopkins has been appointed district manager for the Mutual Life of New York for Barron and adjoining counties in northern Wisconsin, with headquarters at Cumberland, Wis. Mr. Hopkins has been connected with the McGiveran & McGiveran general agency of the Northwestern Mutual Life, his connection with that office being discontinued upon the dissolution of the agency partnership which followed the retirement of the senior McGiveran.

Mr. Hopkins has been with the Northwestern Mutual for five years and has been one of the leading producers of the company, being a member of the marathon club and standing fourth in the company ranks in his first year.

Dr. S. S. Werth

Dr. S. S. Werth has resigned as Chicago branch manager of the North American Life of Canada and has joined the Great Northern Life, Chicago, in the accident and health department. His position with the North American Life has not yet been filled. Before taking the branch managership of the North American Life Dr. Werth was medical director of the Security Life.

George W. Daingerfield

George W. Daingerfield has been appointed general agent at Tappahannock, Va., for the International Life of St. Louis with ten outlying counties included in his territory. He formerly represented the Mutual Benefit at Tappahannock as district agent under William S. Drewry when Mr. Drewry was state agent for this company at Richmond. Seven years ago he and Mr. Drewry became general agents at Richmond for the Connecticut General. They resigned this position recently.

Harry W. Menold

The National Life, U. S. A., has opened a new Chicago agency in the Builders building, this office to be known as the Builders' Agency, being placed under the direction of Agency Manager Harry W. Menold. Mr. Menold has been an agency organizer with the New York Life in the Stock Exchange branch in Chicago.

EASTERN STATES ACTIVITIES

TO HAVE NO MORE MEETINGS

Some of the Big New York General Agencies Back of Underwriters Association Plan

NEW YORK, Aug. 18.—Last season some of the general agencies in this city, notably Hart & Eubank of the Aetna Life, John C. McNamara of the Guardian Life and others conducted a series of all star meetings addressed by men in the business who have made a success particularly in the production field. The New York Life Underwriters Association evidently felt that these meetings were militating against its gatherings. It requested that individual agencies withdraw from this field in order that the organization might have the opportunity to run a series of large general meetings under its auspices. Most of the general agents have agreed to this plan.

The New York Life Underwriters Association will hold these meetings in the Federal Reserve Bank auditorium, which has a seating capacity of 1,000 people. The meetings will be held at 5:00 p. m. on Thursdays lasting for one hour. The dates so far selected are Oct. 20; Nov. 3; Nov. 17; Dec. 1; Dec. 22; Jan. 26; Feb. 9; Feb. 23; March 8. It is expected that these meetings will attract wide attention. Some of the general agents have felt that their own program not only served as an educational and inspirational influence for their men, but were good advertising mediums. John C. McNamara, general agent of the Guardian Life and George A. Kedrich are acting as a committee on arrangements in making plans for the speakers for the underwriters association.

It is understood that some of the men already secured to speak are Charles A. Hinkley, William H. Beers, James A. Rand, Jr., J. Mitchell Thor-

sen, Leonard A. Spaulding, Thomas M. Scott, Paul F. Clark and Clay W. Hamlin.

CLARIFY EXAMINATION RULE

Many Agents Have Misunderstood Orders Recently Issued by Commissioner Monk of Massachusetts

BOSTON, Aug. 17.—It would appear that the insurance agents of Massachusetts have pretty generally misunderstood the new rules established by Commissioner Monk with reference to the examination of insurance agents if the inquiries coming into the insurance department for some days past are any indication. The new rules were made public about a week or so ago, but due to some reason or other most of the agents throughout the state got a wrong idea about the whole matter. They have been writing and calling on the insurance department to explain clearly just what it is all about.

Every newly appointed agent on or after Aug. 8 must take an examination in a form prescribed by the commissioner. The rule does not apply to renewals or to brokers. Many agents had the idea that if they were licensed to represent one fire company or more, or a life or casualty company, they could be appointed for a similar company, although they had never represented it before, without the examination. This is not so. If they take on a company that they have never before represented they must take the examination. After the examination they can be appointed for any number of companies writing the same class of business.

Connecticut Agency Celebrates

Representatives of the New England Mutual Life in Connecticut and their wives were the guests of General Agent George L. Hunt at a conference and

Does Your Company Write—

Accident and Health Insurance? That question is asked us daily—so we thought it would be a good idea to answer it in this column.

Perhaps

you would like to know, so we'll give you the answer—

Yes!

and that isn't all—we also equip our Sales Staff with the following Sales Helps:

1. Non-medical
2. Monthly Premium
3. Juvenile Policies
4. Payor Insurance
5. Salary Savings
6. Participating
7. Non-Participating
8. Sub-Standard
9. Female Insurance
10. Sales Promotion Dept.
11. Educational Course
12. Direct Mail Advertising
13. Salesman's Folio
14. School for General Agents

Illinois, Indiana, Iowa,
Michigan, Missouri and
Ohio

ABRAHAM LINCOLN LIFE INSURANCE COMPANY

(Formerly Mutual Life of Illinois)

Home Office Springfield, Illinois

H. B. HILL, President

F. M. FEFFER

Vice-President and Agency Director

Abraham Lincoln Life Insurance Co.,
Springfield, Illinois.

Gentlemen:

Kindly send me information regarding your "Complete Coverage Contract." I am interested.

NAME

ADDRESS

TOWN N. U.

outing held at the country club in Farmington last week. Vice-president George W. Smith from the home office was a special guest with Mrs. Smith.

President Daniel A. Appel recently visited Mr. Hunt and the Connecticut agency to personally congratulate them upon having advanced the Connecticut agency to tenth position among the 60 agencies of the company. The meeting on the 11th was in celebration of this feat and the culmination of a successful "Smith Month" campaign for business. The Connecticut agency of the New England has increased its produced business record 64 percent in excess of its 1926 business and has already paid for approximately \$2,500,000 of new business since the first of the year. The total insurance in force has increased to approximately \$26,500,000.

Michigan Business Slows Down

Life insurance men in Michigan whose work takes them throughout the state, and especially into the cities where automobile manufacturing is the big industry, say that at the present time the only people with whom they can do business are the man that has some money and the man who is drawing a good salary. The comparative lack of activity in the automobile centers has affected practically all of the residents of those cities and towns, as well as the ones directly connected with the automobile plants. Business is slow with the merchants, with the result that they and their employees are not willing to spend any money for insurance. Professional men find their collections slow, and so the circle widens until it takes in practically the entire community.

MISSISSIPPI VALLEY

ROCKWELL SCHOOL CLOSES

H. O. Nelli of S. T. Whatley Chicago Aetna Agency Breaks All Class Records for Production

Commencement exercises of the Rockwell Life Insurance School were held in Chicago last Saturday. The class banquet was held on Thursday preceding. At the banquet addresses were made by S. T. Whatley, Chicago general agent of the Aetna Life and president of the Chicago Life Underwriters Association; Darby A. Day, Chicago general agent Union Central Life, and Dr. Rockwell and other members of the faculty. Present as guests were the following Chicago general agents: Samuel Heifetz, Mutual Life of New York; Samuel T. Chase, Connecticut Mutual Life, and E. A. Patterson, Equitable of New York.

Agent H. O. Nelli of the S. T. Whatley General Agency of the Aetna Life broke all previous records of the school by writing 31½ cases. High honors for volume of production went to C. E. Randall of the Franklin Life, with \$96,000. Second honors went to A. H. Beckwith of the Provident Mutual Life, with \$78,500. A number of the 52 students who attended the classes averaged one application a week for the entire term.

Experts on Faculty

Members of the Chicago school faculty were the following: Dr. Charles J. Rockwell, director; Dr. Roy L. Davis, Continental Casualty; Henry K. Schoell, agency superintendent, Aetna Life; Chester Whitehill, N. Y. Life; W. D. Lipe, Chicago manager of the Peoria Life, and Stewart D. Marquis of the

Chicago agency of the Provident Mutual Life.

The class officers were: C. E. Randall, manager of the Chicago branch office of the Franklin Life, president; Mrs. Neva Kuhn of the Connecticut General, vice-president; N. P. Brewer of the Illinois Life, secretary-treasurer.

TOPEKA COMPANY REINSURED

Business of Central West Is Taken Over by Cosmopolitan Life Following Financial Difficulties

TOPEKA, KAN., Aug. 17.—The business of the Central West of Topeka is being reinsured in the Cosmopolitan Life of Topeka. The Central West is being

FLORIDA

UNION NATIONAL
INSURANCE CO. of FLORIDA
ST. PETERSBURG

MAX A. H. FITZ
President

E. F. H. ROBERTS
Secretary & Actuary

DR. JOHN L. DAVIS
Executive Vice President
and Medical Director

AGENTS WANTED for Florida. Issues every desirable form of policy. Automatic reinsurance provides for very large lines. Prompt efficient service.

Address: John C. Roberson,
Vice-President and
Agency Director,
First National Bank Building,
St. Petersburg, Florida.

WANTED

Life Insurance supervisor capable of taking charge of department and training our agents in old established agency writing all lines of insurance. Excellent future for high grade man. State fully experience, qualification and salary expected. Address B-80, care The National Underwriter.

CAPITAL RAISED

Selling organization of specialists in insurance securities will handle your stock issue; Reputable corporations only. Address B-39, care of The National Underwriter.

POSITION WANTED

I am 33 years of age and have had 12 years of life insurance work, three years being spent as supervisor. Desire position as supervisor or assistant to manager of agents. Address B-75, care The National Underwriter.

if

You are a producer

You want a REAL job

You believe in yourself

A friendly interest is needed

Close co-operation is necessary

Territory does make a difference

Write or wire: S. M. CROSS, President

COLUMBIA LIFE
INSURANCE COMPANY
Cincinnati, Ohio

GREAT REPUBLIC LIFE INSURANCE COMPANY

of LOS ANGELES, CAL:

ATTRACTIVE GENERAL AGENCY OPENINGS IN TEXAS

Now available with this Progressive California Company in connection with its plan to establish Direct General Agencies in Houston, Dallas, and other large cities in that field. Very liberal contracts and fine line of policies. Applications now being considered from men of successful experience and satisfactory records. If interested write or wire.

W. H. SAVAGE, Vice-President

Great Republic Life Building, 756 So. Spring Street
Los Angeles, California

THE

BANKERS INSURANCE
COMPANY
CHICAGO

Executive Office: Jacksonville, Illinois

Life • Health • Accident

The Dope Sheet
for Accident-Health
is The A & H Review

\$2.00 A YEAR

CHICAGO

SERVICE LIFE INSURANCE COMPANY

HOME OFFICE: LINCOLN, NEBRASKA

OFFERS VERY LIBERAL CONTRACTS TO AGENTS

ADDRESS APPLICATIONS TO B. R. BAYS, PRESIDENT

1926 ANOTHER ONWARD MARCH YEAR

Total of new Life Insurance issued,
increased and restored (paid-for)
for 1926:

\$158,331,102

Last year was the eighth consecutive
year in which this Company has
shown a gain in new paid-for
business over the preceding year.

Total of life insurance in force on
December 31, 1926, was:
\$909,479,363

BANKERS LIFE COMPANY

GERARD S. NOLLEN, President

Established 1879

Des Moines, Iowa



COMPLETE COVERAGE FROM A SINGLE SOURCE

Life Health Accident

Life Policies—Disability Policies—Accident
Policies

Sub-Standard Standard Super-Standard

One Company
400 Popular Life Forms

One Correspondent
7 H & A and Auto Injury Forms

One Contract
Group Protection

WE WANT REPRESENTATIVES in Ohio, Indiana, Kentucky, Michigan,
Pennsylvania, West Virginia, Texas, Oklahoma, California, Illinois.

TELL IT ALL in your first letter—your confidence will be duly respected
pending your decision to accept or reject.

THE OHIO STATE LIFE INSURANCE COMPANY
COLUMBUS, OHIO

You Who Seek Opportunity

Opportunity exists always for those who seek success and satisfaction
in life insurance field work.

During 84 years the first American legal reserve mutual life insurance
company has been served and built to greatness by men who found both
success and satisfaction in so doing.

This company writes all standard forms of insurance and annuities on
both men and women. Age limits 10 to 70.

*Those who contemplate life insur-
ance field work are invited to apply to*

The Mutual Life Insurance Co.
of New York

34 NASSAU STREET

NEW YORK, N. Y.

reorganized into an investment company by the interests back of the Cosmopolitan. The Central West ran into financial difficulties last winter, after it had been in business only six months. Several efforts were made to reorganize the company but these failed. Several companies proposed to take over the Central West's business but these negotiations were not successful until an agreement was reached with the Cosmopolitan to reinsure the policies outstanding and attempt to reorganize the company itself into an investment company. When the Central West was ordered not to sell any additional insurance it was found that the company was impaired to the extent of \$21,000 of its capital, and to reorganize it would require this amount in cash and an additional surplus of \$25,000 before the certificate could be renewed.

New Company Forming

LINCOLN, NEB., Aug. 17.—The state insurance department has approved articles of incorporation for the National Progressive Life of Omaha, of which G. I. E. Klingbeil, formerly at the head of the North American Life of Omaha, is one of the officers. The other incorporators are I. E. Corey, M. Klingbeil, A. W. Moore, S. Moore, George A. Haslam, G. M. Haslam, R. S. Dunlap and E. Dunlap. The articles propose that the company will do business on the mutual legal reserve plan with a reservation on the part of members that they may change at any time to the joint stock plan by compliance with the state laws and on the vote of two-thirds of the members voting in person or by proxy at a special or regular meeting called for that purpose.

Protests Against Transformation

Robert L. Sands, a policyholder in the Equity Life of Omaha, Neb., when it was a mutual company, has appealed to the district court at Lincoln from the refusal of the insurance department to

reopen the proceedings by which the company was transformed into a stock corporation in October, 1923. He is represented by J. M. Priest, who was attorney in the Leininger case against the North American National Life, involving the same principles of law and which the company won in supreme court after having lost in district court. Mr. Sands charges that, in addition to the law authorizing these transformations being invalid, the company did not follow it in making the change in its corporate form. He charges that in listing its assets at that time it failed to include \$12,941 and that as a stock company it has illegally used a total of \$63,634 belonging to the mutual policyholders.

Brader Returns to Los Angeles

James L. Brader, district manager of the Mutual Life of New York, will leave Madison, Wis., this fall to go to Los Angeles, where he will resume the insurance business he was connected with there three years ago.

Organize Theodore Roosevelt Life

The Theodore Roosevelt Life Insurance Company of Decatur, Ill., formed under the new Illinois law permitting the writing of assessment insurance, has received its charter, and Ed. S. Crail, president, announced that it will begin business at once. The new concern controls eight mutual insurance companies which are going out of business as the result of mutual insurance restrictive legislation, and a majority of their policies, representing about \$50,000,000, have been taken over. S. S. Clapper, Moweaqua; O. E. Wolcott, secretary of the National Finance Corporation; W. T. Bullard, Decatur, and G. C. Crail, Springfield, are incorporators of the company and will be executives in control of operations. Dr. S. E. Arnold, Decatur, will be medical director. For the present the company will have headquarters at 124 West Wood street, Decatur.

IN THE SOUTH AND SOUTHWEST

INTERPRET BURNING BUILDING

Court Holds Against Company on Double Indemnity Claim Under Garage Floor Fire

An interesting case covering the application of double indemnity provisions in life policies reviewed by the American Life Convention Legal Bulletin comes from the United States Court of Appeals, Fifth Circuit, and is styled Aetna Life vs. Smith, 19 Fed. (2nd) 140. In this case the court held that a dirt floor of a garage was part of the building.

The policy provided double indemnity "if injuries causing the loss are sustained by the insured . . . by reason and in consequence of the burning of a building while the insured is therein." Company paid the principal indemnity, but contended double indemnity was not due beneficiary. Insured kept his automobile in a frame garage which had a dirt floor. The floor was saturated with oil which leaked from the car, and gasoline sediment.

While working on his car in the garage, cleaning various parts thereof with gasoline, the dirt floor became ignited. Insured was badly burned while running through the flames and died within a few hours after his injury. The fire was extinguished by the fire department and did not burn the frame of the building. The company contended the dirt floor itself could not burn and that there was no burning of the building within the meaning of the policy, and that even though there was, the death of insured was not caused thereby.

The court held: "(1) The saturated floor was a part of the building. The

floor was not composed of dirt alone; it was made up of an inseparable mass, consisting of dirt, gasoline sediment, oil and grease. (2) The question whether insured's death was within the clause providing for double indemnity where injuries were sustained 'by reason and in consequence of the burning of the building while insured is therein' was properly submitted to the jury. Judgment for beneficiary affirmed."

APPEAL OLD CHARTER FIGHT

Bankers Life of Dallas Seeks Higher Court's Decision on Validity of Ancient Authorization

DALLAS, TEX., Aug. 17.—The Bankers Life of Dallas asked for a rehearing before the court of civil appeals on a verdict of that court reversing the decision of the district court and rendering a verdict for the state which was to cancel its charter. The motion was overruled and the Dallas company is now preparing to take the case to higher courts. The company, then a mutual concern, obtained an old legislative charter issued a Galveston concern some half century ago. The provisions of that charter provided the name of the concern and the place of business might be changed by an amendment to the original charter. The amendment was adopted and the name changed to the Bankers Life and the place of business changed from Galveston to Dallas. When the state sued for revocation of the charter the district court held for the company.

The state contends that these old legislative charters can not be transferred to other persons or concerns or from



BIG DIVIDEND INCREASE

Announced by

THE MINNESOTA MUTUAL LIFE INSURANCE COMPANY SIXTH RAISE in FIFTEEN YEARS

Just three
good openings

Springfield, Ill.
*Cincinnati,
Ohio
Grand Rapids,
Mich.

*Closed — Two
Left

Whole Life Preferred Risk Policy
\$2.50 lower net cost first year,
\$3.50 lower net cost twentieth year
than our old Ordinary Life.

Dividend increases on other policies
in proportion.

This places The Minnesota Mutual
Life Insurance Company among
the *leading low net cost companies*
of the United States.

THE MINNESOTA MUTUAL LIFE INSURANCE COMPANY

SAINT PAUL, MINNESOTA

Now a \$137,000,000 company



Home Office
Armour Boulevard and Main Street

Midland Life Insurance Company

Kansas City, Missouri

There are men selling life insurance today whose present opportunities are limited but who have real futures. They are experienced, write a good volume of business and can handle men. But they must have a better deal before they reach full earning capacity.

Many deserve to be and should succeed as general agents or district managers, especially in productive fields, representing a sound, growing company.

If you are qualified, make yourself known at once to the Midland Life, a solid, progressive company with \$33,000,000 insurance in force—a company that meets competition in all standard forms of policies and actually cooperates with its field forces.

There are choice openings in Denver, Sedalia, St. Joseph, Wichita, Salina, Dallas, San Antonio and elsewhere.

Take the first step toward a bigger future today. Address your letter to the undersigned personally.

Daniel Boone, *President*

CALIFORNIA STATE LIFE

SACRAMENTO

J. Roy Kruse
President

DECEMBER 31, 1926

ADMITTED ASSETS

Real Estate—Home Office Building.....	\$ 1,544,922.75
All other Real Estate.....	276,092.06
First Mortgage Loans—Secured by real estate appraised at over \$10,000,000	4,458,902.72
Policyholders' Obligations—Loans and lien notes to accommodate individual policyholders, secured by cash values of their policies.....	2,255,765.52
Cash on Hand and in Banks—Over 60% drawing interest	444,076.30
Bonds—Government, Municipal and Public Utility.....	675,307.03
Interest Due and Accrued—Mortgage loans and bonds..	128,378.54
Premiums in Course of Collection—Secured by legal reserves—All other assets	437,321.84
Total.....	\$10,220,766.76

LIABILITIES

Net Reserve—Set aside to meet insurance obligations as they may fall due by death or maturity of policies amounting to	\$ 8,615,708.36
Deferred Payments—Moneys held at interest for future payment to beneficiaries under deferred payment contracts	124,954.55
Claims Reported—Cash set aside to pay claims which have been reported but of which proofs have not been received	44,300.00
Premiums and Interest Paid in Advance and Accounts Accrued	94,185.64
Taxes for 1926—Reserve to cover taxes payable during current year	45,902.38
Reserves for Depreciation of Home Office Building and for Fluctuation in Value of Securities.....	103,669.55
All Other Liabilities	153,529.36
Capital Stock	\$500,000.00
Unassigned Funds—Surplus	\$38,516.92
Policyholders' Surplus—All of which forms a fund for additional protection of policyholders.....	1,038,516.92
Total.....	\$10,220,766.76

Admitted Assets, Over 10 Millions
Insurance in Force, Over 70 Millions

Agency openings for responsible men in
California, Oregon, Utah, Nevada, Arizona, Texas & Oklahoma

Address

M. F. Branch, Manager of Agencies, Sacramento

GENERAL AGENTS

If You Are Looking For A PERMANENT Connection
With A PROGRESSIVE Company
Write The Home Office For Your Copy
Of The March Issue Of The SHIELD

This Publication Will Give You An Idea of The Company's Growth And Accomplishments
Since Its Organization

If This Appeals To You, Our General Agency Contract
For Openings In Ohio, Indiana, Illinois, Kentucky,
Pennsylvania, West Virginia, Tennessee, Louisiana and
District of Columbia

WILL SELL ITSELF

THE FEDERAL UNION LIFE INSURANCE COMPANY

4 East Ninth Street, Cincinnati

FRANK M. PETERS, President and General Manager of Agencies



***Will you know when you have
found the opportunity your
ambition demands?***

Old enough to be soundly established, yet young enough to afford the valuable advantage of "growing up with the Company," The Franklin offers the field man a golden opportunity to expand to the limit of his ability. The Company has open territory in nineteen states; a complete line of policies that compare with the best policies of any company; a record of conservative financial management combined with aggressive field expansion; and— —has trebled in size in the last ten years.

On January 1, 1927, the insurance in force was \$191,560,326.00.

The Franklin Life Insurance Company
Springfield, Illinois

**TNT
and
Dynamite**

would not be used for blasting if they were not effective. Neither would there be as many ads in our columns from week to week if their pulling

power were negligible. Once a user—always a user.

The National Underwriter
Chicago New York Cincinnati

SIX MEN



We have six new territories for six good men under real general agent's contracts.

Address

The Manhattan Life
INSURANCE CO.

66 BROADWAY

NEW YORK

one town to another. It claims that before that is done the legislature would have to make the amendments to the charter, not the company buying the old documents. The state also claims that the name Bankers Life has proved confusing to some policyholders and agents in Texas because there is an out-of-state company with a similar name doing business in Texas and that that company was doing business in the state prior to and at the time the Dallas company adopted the name.

Cover Telephone Employees

The Jefferson Standard Life, through F. E. Cann, has completed arrangements for insuring the more than 25,000 employees of the Southern Bell Telephone & Telegraph Company in nine southern states, the telephone company agreeing to deduct monthly premium payments in payroll. The Metropolitan also has permission to sell insurance on the payroll deduction plan.

Mr. Cann also announces a similar agreement with the Carolina Bell Telephone Company, Tarboro, with 56 exchanges in North Carolina.

New Louisville Company

The Republic Life & Accident Insurance Company, Louisville, with capital of \$200,000, has been organized by Alfred N. Estes, Charles E. Ellwanger, William B. Thomas, and M. L. Kennedy.

J. B. Lashley Dead

John Barham Lashley, general agent at Lawrenceville, Va., for the Minnesota Mutual Life, died last week. His territory included practically all of southern Virginia. He had been representing the company in that capacity for the last four years. Previously he was assistant cashier of the First National Bank of Lawrenceville.

American Provident's Convention

The first annual agency convention of the American Provident, Houston's youngest life insurance company, was held at the home office last week. One of the surprise features of the meeting was the presenting to James Craven, president of the company, of \$131,500 worth of complimentary business by the company's representatives in honor of the first convention. On the second day of the convention the agents were guests at the annual picnic of the Cravens-Dargan Company. Reports of officers at the convention showed the American Provident had exceeded all expectations in its first year.

Makes All Policies Incontestable

A bill has been introduced in the Georgia legislature which provides that "all life, accident, health and fire insurance contracts hereafter made shall become incontestable after one year for any cause or causes arising before the making of such contract."

PACIFIC COAST AND MOUNTAIN FIELD

TRIBUTE TO LIFE INSURANCE

Casper, Wyo. "Tribune" Comments in a Most Discriminating Way on Those Selling Protection Plan

The Casper, Wyo., "Tribune" recently published an editorial entitled "A Pre-Eminent Profession." This editorial pays so great a tribute to life insurance that it is worth reproducing. The "Tribune" says:

"In a discussion recently between a group of Casper men concerning various professions and their respective value to humanity, the arguments finally simmered down to the respective merits of the practice of medicine and surgery on the one hand and the selling of life insurance on the other. As a matter of particular interest is the fact that neither a life insurance salesman nor a physician was present. It was conceded early in the conversation that the profession of teaching and that of the ministry conferred the greatest blessings by long odds upon mankind, but when all arguments were summed up the profession of selling life insurance swept the field over all the remaining professions, barring none.

Brotherhood of Man

"The single out-standing point which scored the victory was the argument that the principle of life insurance in its various phases best carried out the one great idea of creation in most practical manner, in proportion to the worthiness of the individual. And that idea is 'the brotherhood and fellowship of man' and the spirit of being one's 'brother's keeper.'

"Life insurance, it was argued, was the one certain practical means of providing for widows and orphans; of caring for the sick in time of need; of paying hospital bills on occasions of accidents, of providing incomes for old age; and of accumulating savings and assuring financial means for guarding against diseases and ill-health, all under one general plan.

Ramifications of Life Insurance

"The verdict of these men may be startling and revolutionary but it at least admits of serious contemplation. When one considers, however, the extent to which life insurance in one form

or another has come into the calculations of most every family within the past decade such a viewpoint as these men presented ceases to be so amazing.

"Workmen's compensation or employers' liability insurance; general health and accident; group employees' life; cooperative sick and accident benefits; educational; income, endowment, and straight life; business men's life and several other forms pretty thoroughly cover the field of protection offered to persons of both sexes in practically every occupation and regardless of income or means.

Plan Is Scientifically Devised

"It is the most nearly perfect plan yet devised for making the able, while themselves being insured against contingencies of the future, share in the burden of caring for the less fortunate. It is the only plan of cooperative aid and protection that calls for the effort and thrift of the insured, because to share in the benefits he must work and save to pay his premiums. It is the one idea of having a vast number of persons pay into a common pocket-book from which is withdrawn sufficient from time to time for the needy and the widows and orphans, but from which all will eventually secure their savings of the intervening years, whether they live or die.

"It may not be too much to say that in another century life insurance will be the greatest known foe of poverty and thus the greatest aid to health and contentment that the world has yet evolved."

California Agency Expands

The growth and development reflected by the expansion in less than three years from a suite of five rooms to office quarters consisting of 12 rooms is the splendid record of the southern California agency of the Massachusetts Mutual Life, of which Frank E. McMullen is manager and William McClelland assistant manager. This agency will move from its present location in the Edwards & Wilkey building to new quarters in the Security Title Insurance building, recently completed. At the present rate of growth the agency will soon require the entire floor, and provision has been made for this measure of expansion in leasing the new offices.

IN THE ACCIDENT AND HEALTH FIELD

DIVIDENDS REDUCE PREMIUMS

New Accident Concern Organized in Des Moines Will Operate on Participating Basis

DES MOINES, Aug. 17.—Organization of the Travelers Mutual Casualty, an accident insurance concern, has just been completed in Des Moines. The company, which is headed by Charles D. Hellen, Des Moines insurance man, will open offices in the Southern Surety Building. Plans have been made to start writing policies Sept. 1. The feature of the new concern is that it will write accident insurance under the same plan as annual premium reduction dividend life insurance, paying annual dividends to policyholders to be used to decrease their premiums.

C. D. Hellen was elected president and general manager; Clyde B. Charlton, state representative from Polk County, vice-president and general counsel; J. H. Morgan, vice-president; Blanchard B. Vorse, vice-president of the Bankers Trust company, treasurer; and Gerald A. Jewett, of the Jewett Lumber company, secretary. The board of directors includes Judge W. B. Bon-

ner, Gerald A. Jewett, Blanchard B. Vorse, Edwin J. Frisk, John S. Osborn, J. H. Morgan, George B. Hall, Clyde B. Charlton, and Charles D. Hellen.

BIG WEEKLY PAYMENT CITY

St. Louis Is Regarded as One of the Best Points for Industrial Business

St. Louis is regarded as one of the leading cities for weekly health and accident insurance, largely due to the large colored population. For some time the Missouri Insurance Company was the only local company writing much business. The National Life & Accident broke into St. Louis and has developed a considerable business. Now there are a number of local companies in St. Louis, all located in a short distance from one another. The Missouri Insurance Company has its building at 3908 Olive street. The Reliable Life & Accident bought a residence for its office, located at 3669 Olive street. The Peoples Life & Accident owns its building at 3723 Olive street. Dr. Hedges is the manager of the Peoples and the past year has done some remarkable re-

Think It Over!

The Summer is here, vacations are close by and consideration of business changes is deferred until the Fall. This gives you ample time in which to weigh the advantages of life insurance salesmanship as against the salaried position in office or shop,—to contrast outdoors with indoors, freedom with timeclock, income limited only by your industry and intelligence with income fixed by the market price for clerical labor, mental broadening with mental stagnation, business prestige with business submission. Consider these things carefully during the Summer months, and make up your mind that when Fall comes you will enter the larger life.

The PENN MUTUAL welcomes men and women who have ideals, are ambitious, and, above all, who are industrious.

The Penn Mutual Life Insurance Company
Philadelphia, Pa.

Founded 1847

HOME LIFE INSURANCE COMPANY OF AMERICA

Incorporated 1899

PROTECTS THE ENTIRE FAMILY

POLICIES ARE ISSUED FROM BIRTH TO SIXTY YEARS NEXT BIRTHDAY

Home Life Agents are satisfied

A Home Life Contract brings prosperity and progress

* * * * *

Home Life policyholders are satisfied

*A Home Life policy brings peace of mind to the man
who loves his family*

INDEPENDENCE SQUARE PHILADELPHIA, PENNA.

Eureka-Maryland Assurance Co. OF BALTIMORE, MD.

Incorporated Under the Laws of Maryland, 1882

WE ISSUE

STANDARD ORDINARY AND INDUSTRIAL POLICIES

J. C. MAGINNIS, President
J. BARRY MAHOOL, Vice-President

J. N. WARFIELD, Jr., Secretary-Treasurer
DR. EDWARD NOVAK, Medical Director

A Servant in thy House



The Reinsurance Life
Des Moines

John Hancock made the Signature Famous

by signing the
Declaration of Independence

The Signature has been made
a household word by the
John Hancock Mutual Life.

**A Life or Endowment
Life Insurance Policy
is the Policyholder's
Declaration of
Independence.**

John Hancock
LIFE INSURANCE COMPANY
OF BOSTON, MASSACHUSETTS

Your Opportunity Agency Supervisor - - - General Agent

One of the few progressive, mutual, old line legal reserve companies located in the Middle West, a company with an established record of dividend payments, now issuing an attractive, up-to-the-minute line of policies, with a broad program of growth and expansion, has just entered and is now prepared to make some excellent agency connections in

COLORADO

We are only interested in high class, experienced men preferably, but not necessarily acquainted with Colorado territory, with ability to train, organize and build an agency along substantial lines whose records will bear closest investigation.

Proposition can be worked out on general agency or agency supervisor basis. Tell us the whole story in your first letter, giving complete information concerning yourself whether interested in a general agency, or an agency supervision position, and if the latter, state salary at which you would be willing to start.

Communicate with us in strictest confidence with details looking to a personal interview.

Address B-43, Care The National Underwriter.

THE UNITED STATES LIFE INSURANCE COMPANY

Organized 1850

Over 71 Years of Service to Policyholders

Good territory for personal producers, under direct contract

HOME OFFICE: 105-107 Fifth Avenue, New York City

Non-Participating Policies Only

The A & H Review

A monthly magazine for health and accident salesmen. \$2 a year.

organization work. Nearby is the American Life & Accident at 320 North Grand avenue, a comparatively new company, S. B. Hunt, being the president and the active man in the company. The Travelers Protective, which is a traveling man's organization, is located in the same vicinity, being at 3735 Lindell boulevard.

This part of St. Louis is popular as a home office center. The American National Assurance, a life company, is at 3719 Washington avenue, the Central States Life at 3207 Washington avenue and the St. Louis Mutual Life at 3640 Washington avenue. The Central States Life bought the St. Louis Club building on Lindell boulevard, not far away, and is remodeling it for a new office. It is reported in St. Louis that the American Credit Indemnity was the real purchaser of the Central States Life building and will likely move its head office there.

Vacations Are Business Stimulant

Any agent who is not capitalizing the hazards of the vacation season to stimulate sale of accident coverage is failing to use the finest stimulant for this kind of business the summer offers. No matter whether the prospect is going to the mountains or the seashore or is staying at home to work in his garden and repair his house, he is increasing his chances of suffering an injury that may hold him idle for weeks or months.

Golf, tennis, baseball, swimming, boating and canoeing, fishing, mountain climbing, motoring or painting eaves trimming—all have their special hazards and all are indulged in by thousands every summer. No matter how small his community nor how poor his territory, the busy agent can find in it those who have special need for accident coverage when summer comes.

Developing Life Insurance

The Twentieth Century Life of Chicago which is writing weekly pay, monthly pay and commercial accident is branching out considerably in the life insurance field, selling for the most part intermediate and ordinary policies.

The company is now licensed in 11 states. In connection with its industrial disability policies it will write industrial life insurance. However, it is training some of its men who have a taste for life insurance production to sell that form of insurance. Attorney A. C. Nelson of the company whose father, M. A. Nelson was formerly president of the Mutual Trust Life of Chicago is looking after the life insurance department.

Ferguson Appointed Manager

The Continental Life of St. Louis has announced the appointment of Jim G. Ferguson as manager of its accident and health department. Mr. Ferguson, who for the past several months has been assistant manager of the accident and health department of the Continental, fills the vacancy caused by the recent resignation of B. H. Manning. The new manager has been with the Continental Life for two years. Prior to being brought to the home office last spring, he served as general agent for the company at Little Rock, Ark., for two years.

Conference Men Not Enthusiastic

The members of the Industrial Insurers Conference, companies writing weekly payment insurance, are not warming up to the suggestion made by some company officials that a general industrial association be organized to comprise not only the life companies, but the accident and health as well. The Industrial Insurers Conference members to some extent feel that there are so many problems, distinct and individual in life, that are not found in accident and health, that there would not be so much in common. The Industrial Insurers Conference will meet in St. Louis in October and no doubt the question will be thrashed out at that time.

New Department Starts Off Well

Mike O'Sullivan, manager of the accident department of the Mountain States Life of Hollywood, Cal., reports that the first week's business for the new department produced 110 applications, all paid either yearly or quarterly. Mr. O'Sullivan says the department must have \$100,000 in new premiums in 1927, even though it has only six months to go.

WITH INDUSTRIAL MEN

AT \$5,000,000 INDUSTRIAL DEBIT

Metropolitan Life Reaches Huge Total,
Representing \$5,700,000,000 in Force
on 21,000,000 Policyholders

The Metropolitan Life has passed the \$5,000,000 mark in its industrial debit, this representing \$5,700,000,000 of industrial insurance in force on approximately 21,000,000 policyholders. This huge debit has grown remarkably in recent years and in total represents the achievement of 59 years of development. The Metropolitan Life began writing industrial business in 1879, its first week's issue being \$3,000. After 31 years the first \$1,000,000 debit was put on the books. The second million was achieved in a shorter period, this being reported in 1920 after an additional eight years and nine months of work. The third million was added in three years and three months, the fourth in one year and eleven months and this new achievement, the reaching of the fifth million, has taken only one year and ten months.

Organize Producers' Club

UTICA, N. Y., Aug. 17—Prudential men of this district have just organized a "Distinguished Service Club," comprising agents who have written \$50,000 worth of insurance during the current year. F. J. Roemer of Utica is president; George Parker, vice-president, and R. E. Randall, secretary-treasurer.

Opens New Baltimore District

The Equitable Life of Washington, D. C., has established a new district at Baltimore, with P. D. Brennan as manager, and J. A. Hohman, A. Rubinstein and R. A. Cunningham as assistants.

Other recent promotions to assistants announced by the company are those of

A. D. Hovatter at Scranton, F. O. Karow at Cleveland, and G. H. Click at Columbus, O.

Change Made in Chicago

The John Hancock Mutual Life announces that Superintendent Rosenberg of Chicago No. 1 is retiring. Assistant Superintendent George H. Zimmerman of Philadelphia No. 1 will be the successor.

Western & Southern News

The Norwood and Cincinnati East offices of Western & Southern Life held a joint picnic at Bass Island Aug. 12. The entire staffs of over 80 men from the two offices, in charge of Superintendent C. F. Brawley and W. Klusmeyer, attended the outing with their families. Company officials from the home office were invited to attend the picnic luncheon.

The Portsmouth district office of the Western & Southern, in charge of Superintendent A. D. Troxel, held its annual outing Aug. 13. The entire Portsmouth staff of over 50 men, one of the largest in the company's field, with their families, attended.

Over 500 employees of the home office of the Western & Southern will hold their annual outing at Bass Island Aug. 20, the company having declared a holiday on that date.

Plan 1928 Convention

The Continental Life's Clic Club convention will be held in St. Louis in August, 1928. The club did not meet this year and those agents who did qualify for the convention for 1927 will be permitted to come to St. Louis in 1928, and they may bring along a guest if they meet the qualifications for the 1927-28 club.

A wishbone instead of a backbone is not so good.

If you're just "wishing" in the insurance business.....don't come to us.

But if you have a man-sized backbone and want to put it to work where the greatest opportunity offers, drop us a line.

Our Square Deal Agency Contract will be of interest if you are living in or thinking of moving to Wisconsin, Minnesota, Iowa, or Ohio.

National
Guardian Life
Insurance Company

1 West Main Street
Madison, Wisconsin

FORGE THE CHAIN OF PARTNERSHIP

Two or more individuals in business together are said to be partners. They share profits and losses and each labors for the good of the other.

So far so good.

What if one dies and it is necessary to disrupt the business in order to liquidate his estate and satisfy the claims of his heirs?

A PARTNERSHIP Life Insurance Policy, covering the life of each individual in favor of the other would provide funds, save the business and perhaps leave a surplus for the lean days of reorganization. This would make the partnership real and complete.

The Prudential's Ordinary Agencies, found in all large centers of population, offer a full line of attractive low-cost Partnership Insurance Policies and invite the attention of brokers to this service.



The Prudential
Insurance Company of America

EDWARD D. DUFFIELD, President

Home Office - Newark, New Jersey

Are You in a Blind Alley?

Can you see a way to better things in your present job?
Will it land you where you want to be in ten years from now?

A Man Can Go Dead on Any Level

If you have thought about your job, and believe it is a blind alley, why not talk over working for this company.

The necessary requisites are character and a desire to get ahead.

We Will Help You on Your Way

Write us, and in your letter, tells us all about yourself.

WILLIAM A. WATTS, President

W. E. BILHEIMER, Vice-Pres. and Manager of Agencies

Merchants Life Insurance Co.

HOME OFFICE: DES MOINES, IOWA



Clevelanders Prefer the CLEVELAND

THEY, who know it best, prefer Hotel Cleveland for its exceptional food, its quiet but friendly service, its furnishings and atmosphere of a luxurious home.

Clevelanders who are accustomed to the best the city affords, lunch and dine here every day and recommend this hotel to out-of-town friends. They consider it—as you will—more like a private club than a hotel. Yet rates for many rooms are as low as \$3, and a moderate priced Lunch Room supplements the main dining rooms.

Hotel Cleveland is on the Public Square, convenient to all parts of the city. Every room has private bath and servitor service.

HOTEL CLEVELAND
PUBLIC SQUARE, CLEVELAND



VICTORY LIFE INSURANCE COMPANY

Profitable arrangements for Brokers and other company agents who wish to place their business on colored risks

Agencies already operating in Illinois, Missouri, Texas, Kentucky, Ohio, West Virginia, District of Columbia, New York, Maryland, Indiana, Virginia and New Jersey

Write the Company — 3621 South State Street, Chicago

A Record of Progress

THE growth in recent years of The Guardian Life Insurance Company of America is indicative of the efficiency of the modern sales methods placed at the disposal of its field force. The figures tabulated below record the Company's advance in the past five years.

	1922	1926
New Business Paid For	\$ 35,431,368	\$ 71,812,005
Business in Force on December 31st .	206,310,800	333,042,886

In making plans for further development of our field force consistent with our growth, we have openings for managers in several territories. This may be your opportunity, especially

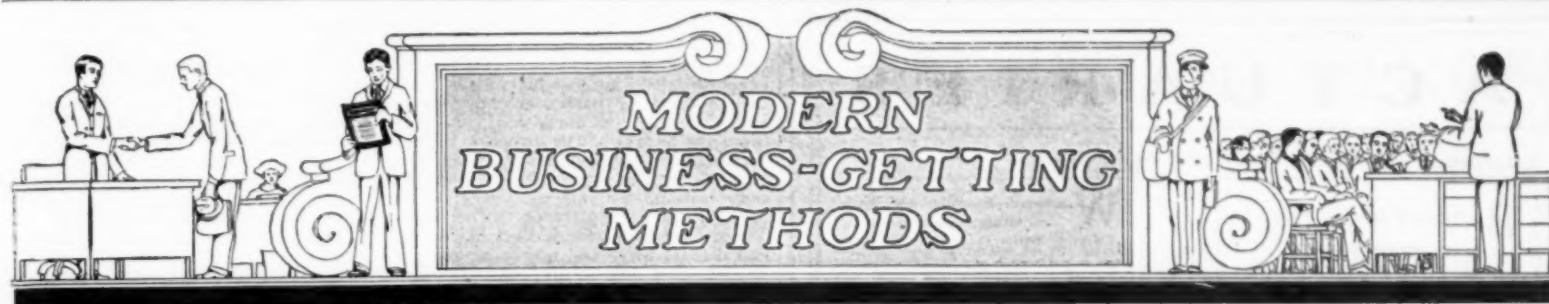
if your training and experience has been such as to equip you for managerial responsibility. Write in full confidence, stating your age, history and qualifications for the position.

T. LOUIS HANSEN, Vice-President

THE GUARDIAN LIFE INSURANCE COMPANY OF AMERICA

Established 1860 Under the Laws of the State of New York

50 UNION SQUARE, NEW YORK



Some Summer Possibilities for Sale of Life Insurance That Are Not Found in Other Seasons Are Pointed Out to Agents

IN his bi-weekly sales conferences with agents of the Buffalo office of the Phoenix Mutual Life, Jay L. Lee, member of the firm Pierce & Lee, managers, stresses one particular point at each meeting in the attractions of life insurance during the summer period, to the average business man or woman. These conferences have been held throughout the summer season, and have proven exceptionally effective in stimulating the agency force to greater effort during the warm weather.

"My reasons for encouragement to the agent in getting summer life insurance business," said Mr. Lee, "have been pointed out in our bi-weekly conferences in the following four points:

Four Points Given for Summer Work

"1. Semi-annual dividends on bonds and stocks are declared in June and July. This releases millions of dollars in cash to the owners of securities in this territory. Early in June I suggested to the agents that they make a thor-

ough canvass of those policyholders whom they have been unable to close in recent months because of short finances. In the case of a prospect whom they know to hold securities, particular pressure should be brought to bear on them about the time of coupon clipping dates.

"2. Life insurance agents as well as other persons take vacations during the summer months. Our agents are led to feel, as undoubtedly others are, that they should make hay while the sun shines, working harder on prospects where there is competition with another company.

Prearranged Interviews for Evenings Stressed

"3. I emphasize during the summer months, more than ever before, the importance of prearranged interviews to avoid calling on a prospect only to find him on his vacation. In this connection, the agents are advised to carry more prospect cards with addresses arranged geographically. Prearranged interviews

for the evening are particularly stressed, since those prospects who remain in the city during the summer are most likely to be out driving or visiting one of the parks in the evening, and it is only annoying to them to have a life insurance agent call to disrupt their plans for recreation. I advise most emphatically that our agents find their prospects at ease and relaxed, when calling in the summer evening, which can be done only through appointment.

Extra Appeal for Man Going on Vacation

"If a man can be seen shortly before he starts on his vacation, an extra appeal can be brought to bear on the following points:

"(a) Provision through life insurance of vacation money for their dependents.

"(b) Additional necessity for taking out life insurance because of the proximity of vacation hazards such as bathing, boating, fishing, automobiling, horseback riding, overheating, etc.

"The theory behind this is that the average business man is exposed to more hazards during vacation period than during his regular business routine period.

"Through stressing these points we feel that we are not only stimulating our agents to greater activity, but that we are stirring a dormant interest in our

prospects, and even if they are not closed during the summer season, we have given them enough to think about to cause them to welcome us on our next visit."

Hot Weather More of Excuse Than Holdback

Roy F. Clendennin, general agent at Louisville for the Northwestern Mutual Life, in discussing methods of keeping up interest of the agency organization over the summer months, remarked that he felt hot weather is more of an excuse than an actual holdback to active writing.

Mr. Clendennin for years was in central Kentucky, where the bulk of his business was written in the summer season. Sometimes the country agent comes to believe he can not sell in hot weather, as the farmers are too busy. However the active agent who does not mind getting a little dusty and heated up goes out on the farm, and perhaps walks along with the farmer while talking insurance to him, just as some of the implement and farm supply house salesmen do.

Always Many Prospects in Spite of Vacations

In the city, vacations take some people away. But not many business men are

We do not believe in high pressure, whether it is a life insurance contract or a general agent's contract we are trying to place. You can decide for yourself after you have the facts—Get the Facts.



We want general agents. Name your territory—there may be an opening.

**PILOT LIFE
INSURANCE COMPANY**

Greensboro, N. C.

A. W. McALISTER
President

T. D. BLAIR
Agency Mgr.

Honest-to-Goodness Personal Co-operation

*The
Company*

of

Co-operation

We believe in team-work, as exemplified in the help that is given to every Des Moines Life and Annuity Agent. We have always felt that two men working together do more than one, alone.

Interested?

Write for openings!

**Des Moines Life
& Annuity Company**

J. J. Shambaugh, *President*

DES MOINES, IOWA

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ACTUARY
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DONALD F. CAMPBELL
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Telephone 7298
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L. A. GLOVER & CO.
Consulting Actuaries
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Life Insurance Accountants
Statisticians

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ACTUARY
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Telephone State 4992 CHICAGO

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Woodward, Fondiller and Ryan
Consulting Actuaries
Actuarial Service in all branches of Insurance and for Pension Funds—Examinations and Appraisals—Statistical Service and Installations—Companies and Associations managed under contract—Office Systems and Reorganizations—Insurance Accounting and Auditing.
75 Fulton Street New York

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Premiums, Reserves, Surrender Values, etc., Calculated. Valuations and Examinations Made. Policies and all Life Insurance Forms Prepared. The Law of Insurance a Specialty.
Colcord Bldg. OKLAHOMA CITY

A PURELY MUTUAL COMPANY!

If You Have Knocked
the "T" Out of "Can't"

WE CAN GIVE

1. You a liberal first year commission.
2. An unexcelled renewal commission.
3. Your beneficiary a renewal pension.



Stephen M. Babbit
President

HUTCHINSON, KANSAS

away more than two weeks, and there are plenty coming back to replace those leaving. There is no real excuse for the agent to let up because he can not meet the prospect he particularly desires to see. The city has many prospects, and there are always others to work with.

Instead of using contests, prizes, etc., Mr. Clendennin merely keeps after the organization, sending out weekly bulletins, built principally on horse sense. These show what the leaders are doing, and discuss ways and means of keeping fit and using time to the best advantage.

While not advocating extensive vacations, which are on a par with quitting work during hot weather, he does believe every man should take a reasonable vacation, coming back fresh and ready to get results. A vacation frequently results in new ideas and impressions, which aid materially.

Recently one of his agents came in wearing a heavy woolen suit and

sweltering with the heat. Mr. Clendennin advised him to go out and get some tropical clothing and fit himself better to resist a hot spell.

In discussing the company award he received some years ago, and which represented summer business largely, Mr. Clendennin stated that as a result of being a big producer he spent much time traveling and talking before agency gatherings. Shortly he discovered he was losing too much time from business, which was suffering from lack of personal driving. His general agent also figured that he was spending too much time telling others how to go after business, and not enough in going after his own. He retired as a speaker.

Mr. Clendennin figures that hot or cold weather makes little difference if a man is really eager and willing to sell. It is keeping after prospects, arranging the work, and going after it in a systematic way that gets results.

NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem," Published Annually in May and April respectively. PRICE, \$4.00 and \$2.00 respectively.

PACIFIC MUTUAL MANUAL OUT

Some New Rates and Optional Features
Are Shown—Reductions on Non-Participating Forms

The new rate manual of the Pacific Mutual Life, which has just been issued, shows numerous additions and some changes in rates of policies previously shown in the old manual. The new book, which is a loose-leaf binder, for the first time shows rates for joint annuities and joint and survivorship settlement options. The classifications are considerably liberalized. Rates are given for both participating and non-participating for ages 10 to 15, inclusive, for the first time. There are no reductions in the rates on the participating policies, but five forms in the non-participating group show appreciable decreases as compared with the old schedule.

The rates for ages 10 to 15 on the important policies, shown for the first time, and the new rates on those non-participating policies which have been reduced, are as follows per 1,000, without disability or double indemnity:

Participating				Non-Par.			
Ord.	20 Yr.	End.	20 Yr.	Ord.	20 Yr.	End.	20 Yr.
10 \$14.75	\$22.65	\$46.60	\$11.47	\$18.84	\$39.39		
11 15.00	22.95	46.65	11.68	19.08	39.41		
12 15.25	23.25	46.70	11.88	19.34	39.43		
13 15.50	23.60	46.75	12.09	19.60	39.45		
14 15.80	23.95	46.80	12.33	19.87	39.48		
15 16.10	24.25	46.90	12.56	20.16	39.50		

15	15	End.	15	15	End.
Yr.	Pay.	at	Yr.	Pay.	at
End.	Life	65	End.	Life	65
10 \$64.65	\$27.15	\$16.40	\$55.28	\$21.87	\$12.61
11 64.70	27.50	16.75	55.30	22.14	12.87
12 64.75	27.85	17.10	55.32	22.43	13.15
13 64.80	28.25	17.45	55.35	22.73	13.44
14 64.90	28.65	17.85	55.37	23.04	13.73
15 64.95	29.05	18.25	55.39	23.36	14.06

Non-Participating					
End.	End.	10	15	Life	
at	at	Pay.	Pay.	Pd.	
65	60	Life	Life	at 60	
16 \$14.40	\$15.81	\$32.26	\$23.69	\$13.34	
17 14.75	16.25	32.72	24.03	13.65	
18 15.12	16.71	33.21	24.39	13.97	

End.	End.	10	15	Life	
at	at	Pay.	Pay.	Pd.	
65	60	Life	Life	at 60	
19 15.52	17.20	33.71	24.76	14.32	
20 15.93	17.72	34.23	25.15	14.69	
21 16.37	18.28	34.77	25.55	15.08	
22 16.84	18.87	35.33	25.97	15.49	
23 17.33	19.49	35.91	26.40	15.92	
24 17.85	20.15	36.51	26.84	16.39	
25 18.20	20.36	37.13	27.31	16.88	
26 18.98	21.62	37.78	27.79	17.41	
27 19.60	22.43	38.45	28.29	17.97	
28 20.26	23.29	39.14	28.81	18.57	
29 20.97	24.22	39.86	29.35	19.21	
30 21.71	25.21	40.61	29.91	19.89	
31 22.51	26.28	41.38	30.49	20.63	
32 23.36	27.44	42.19	31.09	21.42	
33 24.28	28.69	43.02	31.72	22.28	
34 25.25	30.04	43.88	32.37	23.20	
35 26.31	31.50	44.78	33.05	24.20	
36 27.54	33.30	45.70	33.75	25.57	
37 28.88	35.27	46.67	34.49	27.06	
38 30.33	37.42	47.67	35.26	28.69	
39 31.89	39.79	48.70	36.05	30.47	
40 33.59	42.42	49.78	36.89	32.47	
41 35.44	45.15	50.99	37.84	33.96	
42 37.46	48.19	52.26	38.82	35.66	
43 39.68	51.61	53.58	39.86	37.55	
44 42.11	55.47	54.95	40.94	39.63	
45 44.80	59.85	56.38	42.08	42.08	
46 47.69	64.86	57.92	43.33	45.35	
47 50.91	70.66	59.53	44.62	49.11	
48 54.51	77.42	61.21	46.00	53.49	
49 58.55	85.41	62.96	47.44	58.63	
50 63.14	95.00	64.78	48.96	64.78	
51 68.36	106.70	66.69	50.57	72.25	
52 74.37	121.32	68.66	52.26	81.53	
53 81.36	140.06	70.74	54.05	93.38	
54 89.60	165.02	72.99	55.94	109.09	
55 99.45	199.87	75.15	57.94	130.94	
56 111.43	...	77.52	60.08	...	
57 126.33	...	79.99	62.34	...	
58 145.39	...	82.58	64.75	...	
59 170.69	...	85.31	67.33	...	
60 205.93	...	88.19	70.08	...	
61 259.29	...	91.31	73.11	...	
62	...	94.61	76.36	...	
63	...	98.10	79.84	...	
64	...	101.82	83.59	...	
65	...	105.77	87.63	...	

Great Northern Life

The Great Northern Life has issued a new disability rider, making disability income retroactive to the first day after three consecutive months of disability. The rider authorizes the payment of a monthly income of \$10 per month for each \$1,000 of insurance, for each complete month of such continued total disability, so long as the insured is suffering such total disability, the payment to be made from the beginning of the disability.

SEMI-ANNUAL STATEMENTS—LIFE

(As Reported to Governor of Georgia)

		—Jan. 1 to June 30.—	
		Income	Disburse.
Bankers Health & Life	\$ 553,666	\$ 265,775	\$ 772,331
Equitable Life, N. Y.	917,044,808	129,663,428	82,678,552
Federal Life	10,167,884	3,037,877	2,364,763
Franklin Life	23,172,963	3,747,596	2,153,967
Morris Plan	900,017	345,352	252,194
New England Mutual	193,426,565	23,177,796	14,376,315
Old Colony Life	4,095,397	721,007	550,990
Phoenix Mutual Life	106,651,977	12,826,137	7,931,493
Pilgrim Health & Life	328,460	515,739	501,393
Reserve Loan Life	9,592,688	1,350,394	1,092,891
State Mutual, Mass.	113,008,129	9,467,680	8,040,717



THE SOUTHERN STATES LIFE INSURANCE COMPANY ATLANTA, GEORGIA

THE Southern States Life, organized in 1906, has an enviable record—21 years of honorable and successful relations with agent and policyholder.

During this time the company has been cultivating and serving well its field—Dixie.

Today there is opportunity in Dixie—the South is awaking industrially. To men who are unattached and to new men the Southern States has an attractive proposition.



"THE FRIENDLY COMPANY"

Sincerity

Because of the sincere depths of their religious beliefs, the Pilgrims landed on the rocky New England coast of our country shortly after its discovery by Columbus. There they met the most severe tests humanity has ever had to meet and because of their high courage and sincerity were able to lay the foundation of the greatest of nations and give to its people a priceless heritage—Sincerity—Courage—Faith.

This company, truly American in her ideals, does everything possible to bring success to her representatives. You, too, will find it pays to be friendly with the

PEOPLES LIFE INSURANCE CO.

"The Friendly Company"

FRANKFORT

INDIANA

Opportunities in Indiana, Illinois, Ohio, Michigan
Tennessee, Arkansas, Iowa, California and Texas

ONE HUNDRED MILLION Insurance in Force

THE COLUMBUS MUTUAL

expects to reach this goal of all young companies early in August.

The Company has operated under the original officers almost without change for nineteen years. All business on our books has been placed there **DIRECT BY OUR OWN AGENTS**. No consolidations have been made with other companies. No pools have been entered into. **NO RE-INSURANCE** has been accepted.

The Company, the Agency Contract, the Agency Service, the Policy Contracts and the cost of Insurance are EXCEPTIONAL.

If you are seeking a connection and desire to work under ideal conditions come with us and help place the Second Hundred Million on our books.

The Columbus Mutual Life Insurance Company

580 E. Broad Street, Columbus, Ohio

C. W. Brandon, President

D. E. Ball, Vice-President and Sec'y.

AGENTS

Direct leads—lives and most helpful general agency in Chicago—is how one of our agents has characterized us.

Good Men are Always Wanted

*You'll Like
Our Service!*

TWO SUPERVISORS

To Work With
AGENTS AND
BROKERS

No Division of Commissions

WILLIAM M. HOUZE

Room 1946-2948, The Straus Bldg.
S. W. cor. Michigan Ave. and Jackson Blvd.
Telephones Harrison 1434-0402
Chicago, Illinois
General Agent of

John Hancock
LIFE INSURANCE COMPANY
OF BOSTON MASSACHUSETTS

BROKERS

We offer you the fullest cooperation. We sincerely believe we can serve you to advantage.



~BIG SALE~ *forced to vacate!*

OF all the signs which point the way to bargain-hunters, there is no surer guide than the advertisement that such-and-such a business is "forced to vacate". The need for immediate cash with which to meet outstanding debts and future expenses calls for a complete or partial liquidation of existing stocks of goods—and that right speedily. Circumstances seldom combine more favorably in the interests of the consumer; selling-prices seldom represent a greater sacrifice on the part of the offerer.

Just so, when a man of property is forced to "vacate" this life, his death leaves his executor confronted by the necessity of producing ready cash for the prompt settlement of taxes and other debts which cannot long be put off. Seldom does the executor find cash or quick assets at his disposal in amounts anywhere nearly adequate to meet this emergency.

For example, a survey of typical estates probated in New York State within the past five years shows available cash averaging from 6.1% of the gross estates of \$100,000 to \$500,000, down to but 3.2% of the gross estates of over \$10,000,000. Against these gross estates were claims in the following average percentages of the gross, based on a similar range in principal: federal estate tax, 1.5 to 17.6% of the gross estate; state inheritance tax, 2.9 to 3.8%; administrative expenses, 5.7 to 7.3%; other debts, 5.6 to 6.1%—the total claims ranging from 17.8 to 32.7% of the gross estates!

In the smaller estates, an immediate depreciation of 17.8%, with only 6.1% in cash to meet it; in the larger estates, a shrinkage of 32.7%, with only 3.2% of the gross in ready cash! Such a deficit has too often meant the selling off of enough of the decedent's holdings to swell the cash to the desired amount. It matters not if the market is unfavorable, or if the securities are anything but quickly negotiable—they must be disposed of, regardless of the sacrifice. And many a proud estate has thus met a market-produced depreciation of 50% or more, where its normal tax-and-debt-produced shrinkage should have been under 30%.

One of the most useful functions of Life Insurance today is the elimination of such tragic wastage in estates. For Life Insurance means Cash, when Cash is most needed.



**THE TRAVELERS
INSURANCE COMPANY
HARTFORD, CONNECTICUT**